

## News Summary

## GENERAL

**Lynch:** Ulster regime must go

## BUSINESS

**London, Wall St. climb**

No. 25,530

Friday August 13 1971

\*\* 6p



BUILDING FOR  
THE FUTURE BY  
TEAMWORK TODAY

TAYLOR  
WOODROW



# Trade surplus £3m. up at £43m.—£8m. monthly average

BY SAMUEL BRITTAN

The U.K.'s visible trade surplus increased marginally to £43m. in July, compared with £40m. in June. Exports fell by £17m. to £762m. and imports by £20m. to £719m.

**GILTS** had rises ranging to 1 in medium and longs.

**TIN** fell £5.5 to £1,413.5 in the seeming absence of buffer buying. Rubber lost 0.2p to 10.5p, its 1971 low. Page 4

**WALL STREET** equities went further ahead, though the yield was technical, most analysts said: short covering and bargain hunting abounded. The market

There were minor incidents in Londonderry's Bogside and Belfast yesterday, and some petrol bombs were thrown, but no casualties were reported as a result of any fighting.

In both places, however, foodstuffs were reported running very low and some necessities were expected to be unobtainable by the weekend. Streets in Belfast last night were mostly deserted except for a continuingodus of Catholic families to refugee camps across the border.

**1,000 leave**

An estimated 5,000 people have come to the camps and there are signs yesterday that the exodus of numbers was embarrassing the Dublin Government.

About 2,000 more people who had been driven from, or burned out of, their homes were sleeping in church halls and schools run by Belfast Corporation to relief centres.

In Dublin, after a Cabinet meeting which had lasted most of the day, Premier Jack Lynch led on to a special commission with Ulster Ulster representation at forming a new assembly to replace the present Government, which he said was forcing the Catholics live under "unjust law."

**civil protest**

He made it clear his Government had backed fully the call.

Ulster Opposition MPs for policy of civil disobedience, if it was needed to bring Stormont down.

In London, however, Mr. Heath's senior Ministers had earlier out Mr. Lynch's proposal a conference of interested parties at least until terrorist threat had been curbed, but agreed to continue dialogue with Dublin on ways to peace to Ulster's two nations.

See Ulster news Back Page.

Page 16

## ST OF THE NEWS

**Syria cuts Jordan ties**

last night broke off military ties with Jordan and its skies to all Jordanian air. The move followed heavy fighting on the border in which Jordanian tanks were destroyed. Meanwhile, King Hussein was led Egyptian and Saudi proposals for settlement with the Jordanian guerrillas, root cause of Jordan's friction with Syria.

**ntoff 'angry'**

U.S. Premier Mintoff gave an y reception in the NATO aid communicated by Britain Wednesday night, reliable sources said yesterday.

However, Sir Duncan recently has been given some t for manoeuvre by being forced to offer as much as 1 annually for use of the d's military facilities.

7

**ion memorial**

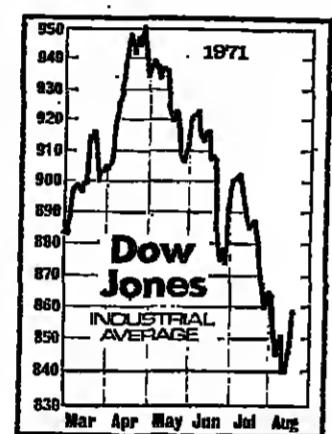
Apolin 15 crew, unknown the world at the time, left a on the moon in honour of 14 American and Soviet men who have died, mission commander Dave Scott told a ion Press conference.

**efly . . .**

alian Premier McMahon used former Premier John in his post as Defence minister. Page 8

ah Government ordered an into the Malaga hotel, in which four guests

Page 7



## Position of £

The U.K.'s role in the world currency situation is now a paradoxical one. The position of the pound is regarded in international economic organisations as one of potential weakness in the long term, but of embarrassing strength in the short term. The weaknesses arise from the more rapid rate of inflation that prevails in the U.K. as well as the impact effect of EEC entry from 1973 onwards.

The value of U.K. exports increased by over 7 per cent between the second half of 1970 and the first seven months of this year. Despite the fluctuations and the distortions the Department of Trade and Industry sees some underlying upward movement in the course of the last seven months.

**BECAUSE JAPAN'S** rate of import liberalisation is regarded as too slow the U.S. is likely to invoke rights of retaliation under GATT says Japan's Vice-Minister for Trade and Industry, Mr. Morozawa. Japanese officials have said Washington has warned Tokyo to that effect.

Page 6

**Tours firm's claims plan**

**CLARKSONS** TOUR OPERATORS, big British tour operators, is to give customers the right to resort to independent arbitration and claim money back if they are dissatisfied with holiday arrangements. Clarkson's now introducing its own arbitration system, drafted jointly with the Institute of Arbitrators, suggests that the tourist trade should set up an independent body to enforce standards. Back Page

**ROLLS-ROYCE** LTD, receiver and manager Mr. E. R. Nicholson, announcing a £30m. repayment of 50 per cent of the debenture capital on September 15, has said that a total payment in excess of 50p in the £ to unsecured creditors is indicated. The Government has agreed to support the R-211 programme for the Lockheed TriStar until August 24 to allow the parties concerned to finish their contractual arrangements. Success in that would mean the avoidance of big claims by Lockheed, the airlines and others which would rank as unsecured creditors.

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**GKN earns less**

**GUEST KEEN & Nettlefolds** first-half pre-tax profit is £21.85m. (£23.09m.) but the second half is expected to be better than the first. Half-year turnover was £292m. (£245m.). Interim is 3 per cent. (same). Page 18; Lex

**EF PRICE CHANGES**

is in pence unless otherwise indicated

**RISES**

Swiss	60 + 16
Portland Cmty.	364 + 7
lys. Bank	612 + 15
Wall	173 + 13
in t.R.I.	177 + 16
s	260 + 14
thams	228 + 11
Doxford & Sunderld.	48 + 8
EMI	146 + 3
Hammerm. "A"	160 + 28
Hudson's Bay	930 + 62
Lucas (J.I.)	206 + 18
Mercantile Credit	162 + 19
Nat'l. Trust/Inst. Bank	610 + 17
Prudential	173 + 14
Prudential "A"	849 + 53
Reckitt & Colman	293 + 10
Tara Exploration	705 + 20
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## Letters to the Editor

BRACKEN HOUSE, CANNON STREET, LONDON, EC4

## Conservation and water supply

Sir.—One would hardly have expected anyone, much less a Member of Parliament, to make such an unjustified and inaccurate attack on local authorities as that by Mr. Charles Simeons in his letter to you (August 10).

If Mr. Simeons cared to study the monthly Bulletin of Construction Statistics for June, 1971, issued by the Department of the Environment he would see that in the five years 1966 to 1970 inclusive, the value of new orders obtained by contractors amounted to £480m. for sewerage and sewage disposal and only £19m. for works of water supply.

Far from local authorities being the "worst polluters pumping raw sewage into our rivers" the standard of purity rises every year. For example, fish are appearing in the River Thames which have not been seen there for most of this century.

Mr. Simeons wishes to remedy the position so so vehemently deplores let him persuade the Government to force the Central Electricity Generating Board to turn over exclusively to the nuclear generation of electricity and, in conjunction, to install desalination plant to utilise the off-peak load and so provide abundant fresh water at a cost little, if any, more than that of constructing vast reservoirs and flooding valuable land and dispossessing many farmers and others.

As nuclear power stations can now safely be located close to large centres of population, water distribution costs could also be greatly reduced. Nuclear power stations may cost more to build, but their running costs are a fraction of those using oil or coal, the price of which goes up year by year. Moreover, uranium fuel can be reprocessed whilst coal and oil burn to add to our already intolerable atmospheric pollution.

V. J. Wilmoth,  
Editorial Director,  
Civil Engineering and Public Works Review,  
8, Buckingham Street, W.C.2.

## Sponsorship of sport

Sir.—Antony Thorncroft's article on Sponsored Sport (August 11) described nicely the current state of play but left a number of questions remaining unanswered. Why, for example, was Ford's entry into sponsorship destined to be unsuccessful and short-lived? Why, in the appraisal of marketing budgets, is sponsorship regarded as a peripheral element? Why has there been a relative withdrawal

from the sponsorship of motor racing? Why was Player's sponsorship of Sunday League cricket such a flop and its golf Club "equally disastrous in terms of tangible outputs"? There is a common thread in these questions and, indeed, in the responses to them. Thorncroft says that "the... sponsorship... effort must be well directed, it must be thought through as a marketing exercise, and there must be research afterwards." This is the hub of the problem.

Because sponsorship is considered as a peripheral activity in the firm's total marketing operation the planning necessary to ensure a high probability of success is, correspondingly, minimised. The risk of failure is rarely given in the venture. Research carried out at the Manchester Business School into the activities of over 300 sponsoring organisations has revealed that sponsorship is not incorporated into the mainstream of a firm's market-

ing strategy because the sponsoring company does not in the main identify and recognise sponsorship in a conceptual sense.

In other words, sponsorship is not treated as an integral element of the communications flow between the firm and its market.

It is seen, as Thorncroft rightly points out, as a gimmick device for attracting "free" publicity in terms of name mention on television or newspaper column inches. But companies are kidding themselves if they believe they derive any tangible benefit from this form of media exposure. Even the infant science of measuring advertising effectiveness has one law which is firmly accepted: namely, the decision to purchase is triggered off by messages which are recognised and associated with the brand user as being compatible with presently held attitudes towards the product.

Translating this into opera-

tional terms, the sponsorship should generate name-association and publicity which serves to reinforce and re-establish the attitudes of existing brand or product users. This, of course, begs a major question: namely, that the sponsoring company has already identified these attitudes. If, indeed, the company had this marketing information, then there should be relatively little difficulty in carrying out similar research to determine the degree to which the sponsorship affected the sentiment of existing and potential brand users in terms of decisions to purchase.

The logical conclusion of this analysis is that, because of the "conceptual gap," companies do not integrate sponsorship into their marketing planning and, as a consequence, their sponsorship ventures run a very high risk of failure. Research on the lines mentioned above might improve the returns from the sponsorship projects which, in

the long run, would benefit the sport as well as the sponsoring organisations.

D. W. Anthony,  
2, Rye Walk,  
Chartwell Avenue, S.W.15.

## Buyers know all

Sir.—The claim by Mr. York (letter of August 8) that purchasing officers decisively exert purchasing influence over various commodity groups ranging from a minimum of 3 per cent. to as much as 52 per cent. must create considerable anxiety among industrial salesmen.

My company approaches over 300 organisations every week in order to inform a select band of industrial sales organisations on promising prospects which they should contact for orders.

When we approach the majority of purchasing officers

for information on forthcoming orders, we are told that there is no point in disseminating details as all sources of supply are known to them.

Yes, when we speak with the real purchasing decision makers like production, works and design engineers, to name only a few, the purchasing officer's statement is invariably refuted.

Excluding routine repeat orders, we find Mr. Thorncroft's figures of purchasing officers influencing only 2.5 per cent. of the buying decisions to be nearer the mark than those provided by Mr. York.

I am glad to hear that buyers

are being trained to cope more adequately with the problems associated with purchasing. Unfortunately, due to the present technological explosion, the experts will continue to baffle the layman say whenever important purchasing decisions have to be taken.

The problem of salesmen not

seeing the right buyers will remain, unless the Institute of Purchasing and Supply provides at least the moral support for a national survey of who are the various purchasing decision makers in large and medium-sized organisations.

Such information would save

thousands of valuable hours that

are being wasted now every day,

not only by industrial salesmen

but also by the wrong prospects.

E. Sperling,  
Managing Director,  
Sales Intelligence,  
Rowden House, Hinton Road,  
Bournemouth, Hants.

## One free chat at the bank

Sir.—I wonder how many of your readers realise the likely impact of the New Mortality (influous bank charges) on their lives in future?

I told him to be his age. How many private customers are going to leave £500 idle in current account, or submit to charges of 7½ per entry, and take it all lying down? If Giro played its cards right it could pinch hundreds of accounts from the Clearing Banks once the New Mortality begins to make its mark.

N. Haywood Nelms,  
12a, Drayton Court,  
Drayton Gardens, SW10 9RQ.

I recently had the doubtful pleasure of a few minutes conversation with my bank manager, first having secured an understanding that I would not be charged at the rate of 5½ an hour. He told me that the new rules mean that I shall have to keep an average daily balance on my current account of £500 and to statement a minimum, if I am to avoid being charged each half year for the pleasure of doing business with him. This is based on a formula using 3 per cent. per annum on the daily balance and a "commission" of 7½ (is 8d in old money) per entry.

And if I should temporarily go into the red then there will be an interest charge too—8 per cent. plus, depending on collateral, etc.

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N. Haywood Nelms,  
12a, Drayton Court,  
Drayton Gardens, SW10 9RQ.

## Savings on labour

Sir.—Mr. Cook (August 7) begs the question. If he will read his original letter (July 20) again, he will see that he appeared to compare a German labour cost with British average earnings. My point is that this comparison is meaningless; the true earnings differential of his example is nearer 20 per cent. which could surely be met by improved productivity.

He now asserts that his German figure was for earnings only. Perhaps, having checked this with his informant, he will confirm that the British and German jobs, responsibilities, earnings structures and industries are really comparable. British and German equivalent end-product prices, and labour content of costs, would also be relevant. Then we might be able to help him with constructive replies.

Perhaps, also, we will refrain from misquoting me in pursuit of humour.

D. M. Miller,  
110, Mardenhead Road,  
Stratford-upon-Avon, Warwickshire.

## Exhibition centres... London preferred

North America and other industrialised countries.

Quick and easy transport from Central London—by direct motorway link or three alternative underground rail routes; also convenient to Heathrow Airport only four miles away.

My group is determined to ensure that the conference centre and the adjoining exhibition centre are operated with the fullest sense of responsibility to their international visitors, including such services as multilingual attendants and secretaries, translation, typing and duplicating facilities. In addition, the centre will contain the offices of such essential services as travel agents, car hire companies, airlines, banks, and a post office (with efficient international telephone and telex links).

From researches which we have already carried out we feel convinced that the facilities offered by our proposed conference centre will augment those already planned by the Greater London Council for the Covent Garden area.

Ronald Lyon,  
Chairman, Lyon Group,  
Lyon Tower, High Street,  
Colliers Wood, S.W.19.

A quality restaurant and bars directly linked to the conference centre.

Press, radio and television centres directly linked to the conference centre.

Adequate car parking for the maximum number of potential delegates.

A conference centre which, because it adjoins the London International Exhibition Centre, will become a focal point for trade visitors from Europe.

(a) The DIT will not use the

fact that the GLC would be investing public money as grounds to prevent the proposed London centre from going ahead, provided it obtains planning permission and needs no Government subsidy.

(b) The 6,000 hotel rooms at present available within 20 miles of Birmingham and the 4,000 more in the pipeline (most of them twin-bedded) will not be adequate both to meet the present and future needs of the City, and also to accommodate on top of this the scale of demand met last month in London when the Ilex exhibition was held there and 4,000 exhibitors, 41,000 overseas visitors and 160,000 U.K. visitors descended upon the city during the tourist season.

However, all these detailed questions about comparative ease of access from the main business centres at home and abroad by air, road, rail and underground and about comparative commercial, hotel, restaurant, shopping and entertainment facilities are, in the end, a matter of marketing judgment. Potential customers must assess for themselves which location is likely to attract the more buyers from home and overseas and to be the more effective international marketplace by their exhibitions.

G. A. M. Ritson,  
Director, Association of  
Exhibition Centres,  
10, Manchester Square,  
W1M 5AB.

(c) The DIT will not use the

Sir.—Mr. G. F. Cole's letter of August 6 merits comments. While Mr. Cole is both emotional with regard to the Birmingham project and petulant concerning its critics, we exhibition organisers cannot afford such luxuries and need to perform to take account of our own market research.

In determining which location to favour for future exhibitions, the British organisations of major international exhibitions in this country, 80 per cent. of whom are members of the Association of Exhibition Organisers, must have regard to the majority views of the exhibitors and visitors in the industry for whom they are seeking to create these international market places. Whether the organiser is a trade association, a private organising company, or a combination of the two, he would not remain in business very long if he sought to promote multi-million pound exhibitions which the majority of the industry concerned was unwilling to support.

These views have been sought and I am not aware of any major trade association concerned with any large-scale international exhibition which has declared that it would prefer Birmingham over London for the largest events. A canvass of exhibitors showed that 71 exhibitions, representing over 92 per cent. of the tenancies of Earls Court and Olympia, favoured London. Smaller, highly specialised exhibitions, not heavily dependent of foreign attendance, or public exhibitions not seeking the largest possible gate, would no

doubt welcome first class, but smaller, facilities in Birmingham.

Specifically, our own International Instruments, Electronic Automation Exhibition is sponsored by five trade associations, namely, the British Electrical and Allied Manufacturers' Association, Radion and Electronic Component Manufacturers' Federation, British Industrial Measuring and Control Apparatus Manufacturers' Association, Electronic Engineering Association and the Scientific Instrument Manufacturers' Association of Great Britain. Having first obtained the views of their members, these trade associations are in the position to create these international market places. Whether the organiser is a trade association, a private organising company, or a combination of the two, he would not remain in business very long if he sought to promote multi-million pound exhibitions which the majority of the industry concerned was unwilling to support.

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be able to compete with Birmingham over London.

These views could only be changed if more information were forthcoming from Mr. Cole to inspire confidence in industry that the full costs of the Elmdon centre have been taken into account, that sufficient private risk capital has been promised to cover the excess cost over the committed £45m., of public

money, and that there is real prospect of achieving the annual average occupancy rate of the entire centre needed to break even.

May I frame these questions? For the total cost of the Elmdon centre, including not only the halls, but the cost of the hotel and all ancillary conference, restaurant, office, shop, workshop and storage accommodation, external exhibition, parking and marshalling areas, public utility services, link roads, local road improvement, land costs, fees and finance costs?

2.—How developers or other sources of private risk capital been found who are satisfied that this proposed venture promises adequate security and return on their investments which will, in any event, not be less than £5m., and could be substantially more?

3.—Will Mr. Cole tell us how many days of annual average occupancy of the entire 1m. square feet centre are represented by those (whose names must I accept, remain confidential) who have told him that they would favour Birmingham over London?

In the case of the London scheme, the answers are respectively £21.5m., the Lyon Group, and about 260 days of annual average occupancy favouring London over Birmingham. Can we have some answers in the case of the Birmingham scheme, please—Mr. Cole has been to see me too for too long.

P. A. Mahoney,  
Industrial Exhibitions,  
9, Argyll Street, W1.

Events TV/Radio

Racing

Winners for Murless

by DARE WIGAN

NOEL MURLESS has been going through what is, judged by his standards, a lean spell recently but I shall be surprised if he does not have a few winners at Newbury this week-end. In fact, I expect three of his four runners at the Berkshire meeting this afternoon to be successful, beginning with *Cinshott Light* in the

case of his effort when runner-up to *Angel Beam* here, at Newbury, last month was better than it looks on paper, for she failed to obtain a clear run, but for which she would have finished closer to the winner than she did. She is unlikely to have matters all her own way this afternoon, for *Bizn* is a strong Newmarket tip, and *Murless* runs *Fresh Start*, a filly by *Busted*. However, *Helen of Troy* is a logical choice.

*SELECTIONS*  
2.00—National Park  
2.00—Helen of Troy\*  
3.00—Calshot Light\*\*  
3.00—Welsh Pageant\*\*  
4.00—Mockbridge  
4.30—Thomasville

Borrowers under Scotplan to pay 3% less

THE Bank of Scotland has cut the interest rate charged to borrowers under the Scotplan revolving credit system.

The new rate is 15 per cent. a year instead of the former 16 per cent.

Earlier this week, the bank introduced a new instalment loan scheme called Scotloan.

At the Victoria and Albert Museum, South Kensington

AUGUST 19—OCTOBER 10

COVENT GARDEN

25 Years of Opera and Ballet

A fascinating exhibition which reviews the theatre's post-war achievements with a glimpse into its future, using music, film, models, scenery, costumed stage properties, documents and photographs.

Films include *Callas* and *Gobbi* in *Tosca* Act II; *Fonteyn* and *Nureyev* in *Marguerite* and *Armand*; specially made film *Fonteyn* at *Ordine*, *Bergama* as the *Lilac Fairy* and five pairs of dancers in the *Midsummer* scene from *Romeo and Juliet*. There are models for *Romeo* and *Juliet* and *Anastasia*, *The Knave of Hearts* and *Tristan* and *Isolde*; paintings by David Hockney, Brian Organ and others; and proposed plans for the redevelopment of the Royal Opera House when the Market moves.

Weekdays 10-6 (Tuesdays 10-9) Sundays 2.30-6

Admission: 30p Students and OAP's 20p.

The best of the runners with

The Financial Times Friday August 13 1971

Letter from Paris

## Café-theatre fare

by HENRY POPKIN

The little café-theatres of Paris are resisting the Parisian custom of closing for the summer rather better than the conventional theatres. Several have remained open, and some of them have even scheduled new programmes to open just at the time when every good Parisian bastes from the city to avoid the deluge of tourists. And the café-theatres flourish.

Although these prosperous establishments are still occasionally spoken of as if they were invented only a few minutes ago, they date back to 1966, and their brief history already presents a distinctive pattern. They began by presenting off-beat plays, often of substantial length, by new writers, and, quite soon, a publisher started issuing their plays in book form. Now that series seems to have petered out, and the new preference of the café-theatres is for short plays by foreign authors. Curiously, that reveres the early history of New York's off-Broadway theatres, which started 20 years ago mainly as homes for foreign plays and revivals; it took ten more years before Edward Albee, Jack Gelber, and the rest of off-Broadway's new dramatists put in an appearance. The cafés, on the other hand, seem now to be shying away from native authors; their current favourites include Strindberg, Tennessee Williams, Chekhov, the Belgian Michel de Ghelderode, the Polish Stanislaw Mrozek, the Gustavians, Miguel Angel Asturias, and other exotic outsiders.

To their principles of organisation, the café-theatres resemble the playhouses of the off-Broadway: the actors are paid only by the voluntary contributions of the audience, which—perhaps less voluntarily, pays the management by buying drinks. One of the café-theatres attended, the new Arlequin, did not pass the hat for its actors: hope that its actors were compensated out of the minimum wage for consummations—15 francs, more than an English pound. By a coincidence that I cannot hope to explain, 15 francs appended to the price of a Coca-Cola. A bottle of champagne costs ten times as much, the Coca-Cola, I can report, was a good but not distinguished vintage. I welcome comments on the quality of the champagne.

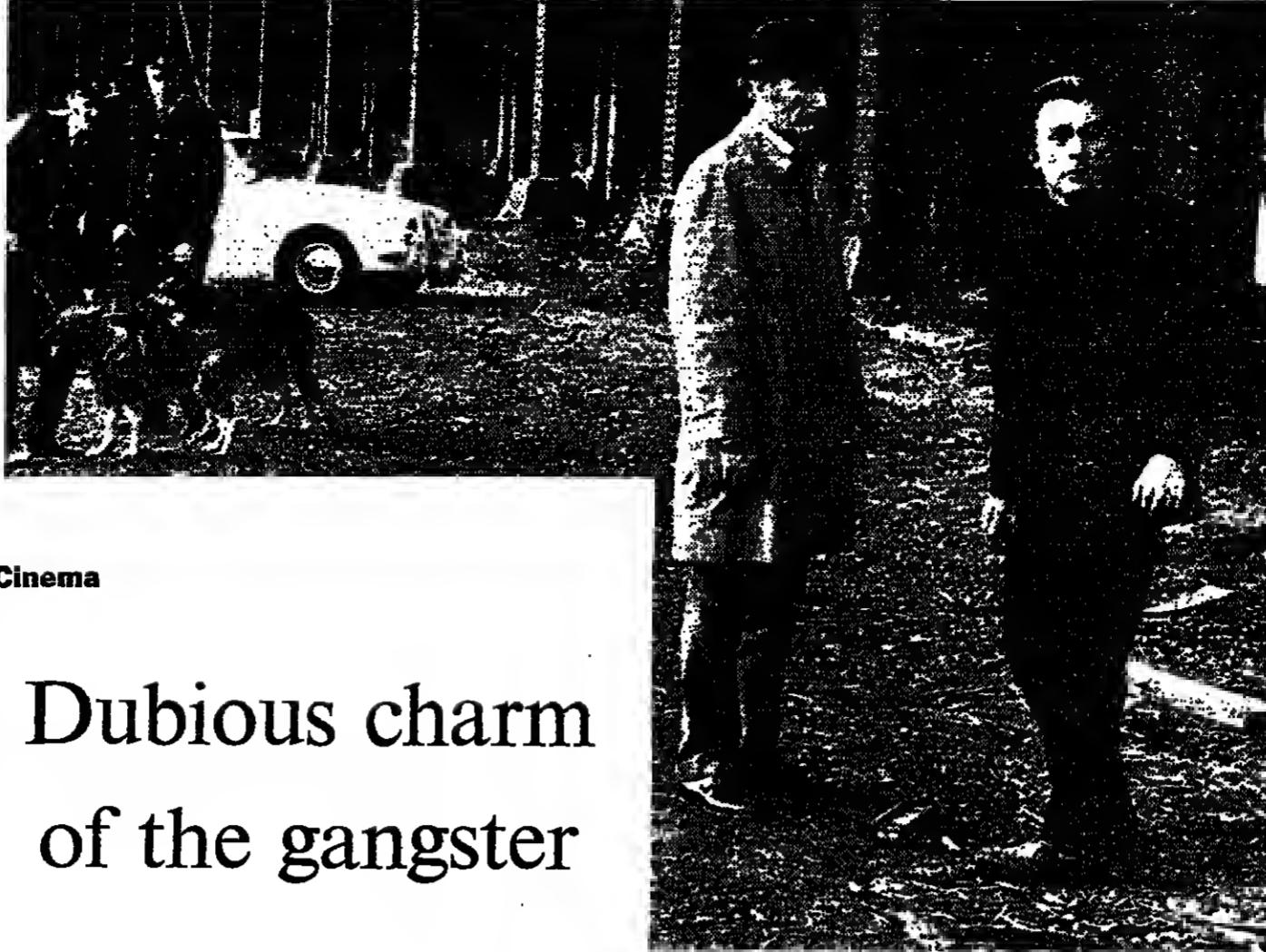
The best show I saw at a café-theatre was, beyond any doubt, *mours sans tête*, a mainly comic entertainment by Asturias. Each of the nine episodes has two parts: a woman in her love for the man who

would be symbolised by a certain sort of hat (topper, pith helmet, sailor's pompon beret, worker's cap, and so forth), and then a man comes on to mimic his insufficiency to the role which the cap indicates—but the lovers are at last united in a final episode of more general reference.

The two extremely able and inventive milines are Michèle Delany and Marc Olivier Cayre. M. Cayre has also directed and Mme. Delany has taped one of the eight speeches expressing women's impossible expectations of man; another of the eight voices belongs to Delphine Seyrig. Altogether, a very original and amusing performance.

Together, or *L'Amour ensemble*, by George Knowles, is, on the other hand, only a conventionally-written American play which began its life off-Broadway. American though the play may be, it is no more than a timely reworking of a favourite French theme, present in *Boeing-Boeing*, among other plays. A university student, determined to "get involved" only sexually, makes love to two girls, a revolutionary and a pop-music fan. The two affairs become enmeshed; the pop fan is tear-gassed, the revolutionary goes underground, and, amid the débris of his shattered love life, the uninvolved hero dresses to go to work, revealing his occupation to us just before the curtain falls: he puts on a policeman's uniform. Obviously, Knowles intends to expose the absurdity of an "uninvolved" relic of the 1950s, somehow resurrected in to-day's university scenes, but he does not get beyond labelling his "radical" and "pop" areas of interest.

At yet another café-theatre, Mrozek's one-act play *Strip-tease* is acted in two different moods, black and rose. However it is performed, *Strip-tease* shows us two functionaries who, obeying the commands of a gigantic hand, remove their clothes and apparently go to their destruction; continually, they construct correct and quasi-rational attitudes toward their incomprehensible fate. The "black" interpretation is entirely sombre; the "rose" one makes the functionaries a Latin American general and a cardinal upon whom some youthful revolutionaries seem to be playing a joke. Neither version has the lightness of touch that Mrozek requires. Doing a play of this kind in two different ways is perfectly valid; unexecuted, on this occasion, the execution is sadly lacking.



Cinema

## Dubious charm of the gangster

by DAVID ROBINSON

**Villain (X)**  
(ABC 1, Shaftesbury Avenue)  
**Giri Stroke Boy (X)**  
(Prince Charles Theatre)  
**Zor in Budapest (U)**  
(National Film Theatre)

The gangster film produced some of Hollywood's best moments—*Underworld*, *Little Caesar*, *Public Enemy*, *Scarface* and other expose films of the early thirties: *You Only Live Once* and *Fury*; the realist, crusading films of the forties like *Naked City*, *Brute Force* and *Force of Evil*, mostly made by men like Dassin, Dmytryk and Polanski, whose dedication to a thirties' left-wing idealism had been directed to them during the McCarthy nightmare.

Yet the enduring appeal of the genre cannot be accounted for by the same sort of high-mindedness in us, the audience, as was often produced by the films themselves. In so far as it is ever possible to generalise about the attractions of any particular genre it must more often be our baser instincts that respond, the violence and blood and horrors of the gangster films rather than the propagandist and crusading purpose that draw the audience.

There are certain basic dramatic qualities inherent in the form—the conflict of law and chaos, an element of tragedy in the sense of native powers misdirected in a way that must prove finally self-destructive. But there is also the vicarious pleasure in dominance and violence, in the spectacle of the Superman. The fascination of Al Capone was not entirely unrelated to Fritz Lang's Dr. Mabuse with his ambitions of criminal domination of the world; and the psychological historians have been telling us for years that Mabuse was a portent of Hitler. The lure of gangsters is complex.

Nowadays the genre has created its own sub-divisions. There are the nostalgic (sic) evocations of the twenties and now more particularly the thirties with films like *The St. Valentine's Day Massacre*, *Bonnie and Clyde* and *Bloody Mama*. There is the post-Bond cycle of jet-set crime; the glossy police stories like *Bullitt*, or the

more grittily realistic approach of *Modigliani*; the "process" type, like *Robbery*, based on meticulous record of the planning and execution of a crime.

Perhaps because British crime has itself tended to lack the big business approach and the glamour publicity of the American gangster world, the approach of the British cinema has tended towards a much more realistic approach, with a strong bias towards character. This is the style of *Villain*, an unusually attractive and compelling exercise in the genre, despite the miscalculated intrusion of some clumsy scenes set in a Profumo-Keele demi-monde whose plot relevance does not justify the dramatic emphasis on it.

The myth and glamour is systematically undermined. The Villain may swagger and flash in West End casinos; but he is privately devoted to his old Mum whom he drives to Brighton for the day on Sundays, and gets very jealous when his boy-friend goes with girls. Like the rest of his confederates, he lives in a respectable Victorian suburban terrace house, with a 21-inch television and plastic lampsabes. The bank robbery is a dismal effort.

The Villain is ultimately brought to book, not by the crooks, who lime off with the loot but with all the indignity of a flat tyre, a battered bumper and an over-crowded car.

When the Villain is ultimately brought to book, it's not in a climatic storm of violence, but bambooed by his weakness for his boy, meekly banding over his gun, watched by impulsive, shirt-sleeve spectators on the balconies of council flats who are quite unmoved by his last-ditch yell.

The strength of the portrait is mostly due to Richard Burton's performance, cold-eyed and ugly, reflecting sympathy or glamour, admirably conveying the double image of the Capone-style gangster he aspires to be and the common, average-stupid, taciturn braggart he truly is.

There is no dutiful tracing of social causes for his delinquency—after all, his Mum is a sweet old thing and his home life with her exemplary. The underlying pathological sadism comes out

only from time to time; but in the whole character we can discover the attraction of the boy-friend, a very convincing portrait by Ian MacShane of a pretty, flash, engagingly insolent cockneyponce.

The level is not constantly sustained. The script by Ian Lee Freanis and Dick Clement from the novel *The Burden of Proof* by James Barlow does not always avoid stereotypes—the hard-pressed bourgeois home-loving cops; the hospital kidnapping of the confederate who has betrayed the gang; the Keele hit.

But Michael Tuchner, whose first film this appears to be, has a keen eye for action and character (the seedy, skin-deep gilt and plaster glamour of a smart casino: the undramatic arrest on Brighton front); and an ability to keep the film constantly on the move.

The Villain has been adapted, for no very substantial reason, from a shortrunning play by David Percival called *Giri Stroke Boy*. It has one idea and one joke. The idea—middle-class parents baffled by the unsex partner brought home by their son—is exhausted as soon as stated. The joke—the central heating gas gone wrong and the house is tropical—is flogged relentlessly and ineptly.

The absence of comic structure and the weariness of old drawing-room comedy dialogue, is aggravated by cutting as lax and unpointed as a British thirties B-feature. Even battling against such odds, Michael Hordern is such a good actor that he sometimes makes the lines sound as if they were funny; but Joan Greenwood modifies her usual impeccable comic style to something rather nearer to Hylda Baker in TV series comedy, which does not suit her. The director was Bob Kellett.

The National Film Theatre's tribute to the Fox Studios continues to bring to light memorable rediscoveries. The latest is *Rowland V. Lee's Zoo in Budapest*, made in 1933, which will

be showing at all performances in NFT2 on Sunday. Lee, an actor in films from 1915 and one of the school of directors raised under the great producer Thomas Ince, is a fairly elusive figure. A man of education and wide culture, he was once mysteriously described as "spending his early days between the New York Stock Exchange, the stage and the pictures." Much of his work includes the celebrated 1927 pacific film *Borodine Wire* has disappeared.

*Zoo in Budapest* is an incomparably romantic film, about the love of an orphaned animal trainer who has more confidence in the dumb beasts than his fellow-men, and a girl from the orphanage (a very young and beautiful Loretta Young). Their adventures as, together with a runaway child, they are pursued by night through the zoo, end with a climatic scene of the animals all escaping, and the hero's last-minute rescue of the child. Impossibly larger and wilder and more romantic than life, they are played with such belief and integrity as to demonstrate classically the principle of "suspension of disbelief."

You want to believe, and do.

Above all *Le Garments* exquisite photography is a tribute to the craft of the Hollywood cameraman in the great days.

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## American News

## American consumers on the war path

By Jurek Martin

NEW YORK, August 12.

AN American consumer's organization has urged the Government to ban the sale of a number of household cleaning products because it claims they are highly poisonous.

The Consumers Union, which produces a magazine rights equivalent to the British "Which?" makes the allegation in the September issue of "Consumers Report." It asks the Department of Health, Education and Welfare to act promptly in ordering the allegedly offending products off the shelves.

Among the products named are two dishwasher detergents, Finish and Electrasol, made by Sonnoco Laboratories, a company based in St. Paul, Minnesota.

In addition the magazine charges that all petroleum-based liquid furniture polishes are hazardous. It claims that one type of Old English brand furniture polish produced by a division of American Home Products Corporation, has caused deaths from being swallowed by children.

The magazine also requests that all liquid drain cleaners be banned or required to be sold in packaging that children cannot open. It claimed that tests on animals using one well-known brand had produced death even though antidotes had been administered.

The Consumers Union has been the headlines much more recently of late with its allegations that various products are either dangerous or do not live up to the claims made for them.

## CANADIAN OUTPUT UP 0.5% IN MAY

By Our Own Correspondent

OTTAWA, Aug. 12.—OUTPUT of Canadian industry is 0.5 per cent. up in May showing recovery from effects of a late spring. The strength was shown only in transportation, communications and storage industries. The Government expects much stronger gains in the second half of this year.

## Ex-Im Bank rejects Chilean aircraft loan

By GUY DE JONQUIERES

THE U.S. Export-Import Bank has rejected a request by Chile for a loan to purchase three American commercial aircraft. Mr. Henry Kearns, chairman of the Ex-Im Bank, disclosed to day, Chile was understood to have asked for a loan of about \$21m. in buy two Boeing 707s and one 727 for its national airline, Lan-Chile, which is equipped exclusively with five Boeings supplied earlier.

Mr. Kearns said that the loan, which was requested about six months ago, could not be considered "until we have a clear picture of the intentions of the Government of Chile." He was apparently alluding to American misgivings following the election of Chile's Marxist President, Dr. Salvador Allende.

The Ex-Im Bank rejection has raised the possibility that Chile may now turn to the Soviet Union, whose IL-62 aircraft is the only comparable airliner available for use on Latin-American routes.

## Long range

Compensation agreements have been reached with Bethlehem Steel and North Indiana Brass Company, but several others, with major copper companies like Kennecott and Anaconda still have to be reached. The feeling in Washington is that this may turn out to be a lengthy and difficult process.

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## Allende cabinet reshuffle soon

CHILE'S President Salvador Allende has accepted the resignation of Public Health Minister Oscar Jimenez Pinel, clearing the way for an expected Cabinet reshuffle. The Cabinet reshuffle has been awaited since Friday, when four Ministers belonging to minority liberal-type groups in the Popular Front team together.

Health Minister Oscar Jimenez then offered his resignation to allow Dr. Allende—the world's

first democratically elected Marxist leader—to organize his reshuffle. Full details of this are expected soon.

In the meantime, 4,500 miners at Chile's huge El Salvador copper mine called off a strike they began on July 31, ending the biggest industrial crisis President Allende has faced. The miners came out on strike after rejecting a 33 per cent. pay rise offered by the Government as the basis of a new 18-month contract. They had demanded a 46 per cent. rise.

Many of them are supporters of the Christian Democrat opposition party, who disapproved of nationalisation of the copper industry last month, fearing wage levels would drop when American companies which previously ran the mine moved out of Chile. Talks at the mine, with two Cabinet Ministers leading the Government side, reached deadlock.

The miners' leaders flew to Santiago for a 13-minute meeting with President Allende last Monday. There was no official statement on what the President told them, although observers speculated he had threatened to close down the mine if there was no agreement.

The next day the miners' leaders said they would try to persuade their colleagues to accept the 33 per cent. offer. The decision to return to work was the result.

Reuter

## Bethlehem Steel defers important price rise

By JUREK MARTIN

NEW YORK, August 12.—YET further evidence of the currently feeble state of the American steel industry has been provided by the Bethlehem Steel decision to defer an important previously scheduled price increase until the new year.

The announcement of the number two steel company late yesterday came as something of a surprise. What Bethlehem has done is to put back until February 1 next year the 8 per cent. price rise on cold rolled sheets that was to have taken effect on December 1.

The original 8 per cent. increase was announced by Bethlehem, following the lead of U.S. steel, two weeks ago, immediately after an industry strike had been avoided by a wage settlement. The fact that, at the time, it was decided to defer the increases until December was taken as evidence

of the weakness of steel orders, as consumers began to work their way through their sizeable stockpiles of steel built up in anticipation of a strike.

By putting the increase back a further two months, Bethlehem has highlighted the market weakness still further. Cold rolled sheet is a major component in the industry's products, accounting for about 18 per cent. of all shipments; it is widely used in car body manufacture and in numerous other appliances.

The Bethlehem decision, which may well be followed by the rest of the industry, raises grave doubts as to whether the recently announced price increases can be made to stick. If market forces compel a roll-back then the Nixon Administration, concerned about the inflationary impact of price increases such as these, will hardly be pleased.

Reuter

WASHINGTON, August 12.

range flights. The British VC-10 has apparently been ruled out because of the financial difficulties of the engine-manufacturer, Rolls-Royce.

Chile is understood to have offered \$5m. towards the \$25m. purchase price of the Boeings, provided the Ex-Im Bank would agree to underwrite 40 per cent. of the cost in guarantees to American banks and advance another 40 per cent. in a direct loan to Boeing.

The Soviet Union would almost certainly be prepared to offer the extended payment terms which Chile would need in order to avoid making a sizeable dent in its foreign exchange reserves. The Russians are understood to have extolled the merits of the IL-62 to General Cesar Ruiz, head of the Chilean Air Force, when he visited air installations in East and Western Europe last month.

SANTIAGO, August 12.

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Reuter

## CANADA

## Britain may lose concessions

BY JAMES SCOTT, TORONTO CORRESPONDENT

THE CANADIAN Cabinet is on the verge of deciding to withdraw the long standing tariff concessions accorded to British exporters although the final decision may not be made for two months, and will depend on whether or not the British Parliament decides for or against the principle of British membership in the European Economic Community.

If Canada reaches a decision to revoke the British preferences, virtually all of Canada's other Commonwealth tariff concessions would be scrapped at the same time. Senior officials in the Department of Finance in Ottawa, which has responsibility for Canada's tariff policies, concede that a withdrawal plan is being studied by the Cabinet but the Ministers have not yet taken a view on it. However, prominent trade experts, among them Mr. Keith Dixon, executive vice-president of the Canadian Importers Association, believe that talks may be already under way between Canada and Britain with a view to phasing out the British preferences, some of which date back to 1932 and beyond.

## Preferential

More than \$C785m. worth of goods entered Canada from Britain in 1970. About 70 per cent. of this was duty free or at specially reduced tariff rates. Another \$C775m. worth of goods came from other Commonwealth countries, many of them also on a preferential basis. Last year Canada's exports to Britain were valued at \$C1.480m., about 95 per cent. of which entered on a preferential basis.

These would probably include tariff rates slightly higher than those which now exist, although still below the most-favoured-nation tariff rates. Canada accords the U.S., Japan and most other non-Commonwealth participants in the General Agreement on Tariffs and Trade, Part II of Canada's strategy for dealing with British entry into the EEC, is to press for a further round of multilateral tariff negotiations under GATT. The hope is

to withdraw its concessions to Canadian and other Commonwealth exporters, and if Canada reciprocates by withdrawing the preferences it accords British exporters, many of the ancillary Commonwealth preferences will cease to operate. Nevertheless, many of these may be renegotiated in the form of bilateral trade agreements.

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## Mexico tourist project

BY OUR FOREIGN STAFF

THE INTER-AMERICAN Bank

APPROVED a loan equivalent to \$21.5m. yesterday to develop tourist facilities on Cancun Island off Mexico's Yucatan Peninsula. With the approval of the loan, the first made by the Bank for tourist infrastructure facilities in a previously virtually uninhabited area, the Bank enters a new field for international development agencies.

It is of the CANDU type, moderated and cooled by heavy water and using natural uranium fuel. The Pakistan Atomic Commission owns and operates the station.

been a major factor in Mexico's economic development and is a growing source of development earnings for other countries in Latin America.

In 1970 Mexico was one of the five most important countries in the world in the number of tourist visits. Revenue derived from tourism and border transactions produced gross receipts equivalent to nearly \$1.5 billion. More than 180,000 persons are employed in the sector.

The loan was extended to Nacional Financiera, S.A., the nation's public credit agency.

## BAHAMAS SENATE CHANGES

By Our Own Correspondent

NASSAU, August 12.

SENATOR Kendall Isaacs has resigned the vice-presidency of the Bahamas Senate because he would have had to preside at meetings in the absence of the President—leaving his Free-PLP Party without a voice in Senate debates. In his resignation letter, Senator Isaacs said "because of the unsettled constitutional position, I find myself the only representative of the official opposition in the Senate and were I to preside my Party would be deprived of its only voice in this chamber."

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# 'U.S. dock strike may get worse' — DTI warning

By RAY DAFIER

**In Brief**  
Taylor Woodrow of Ghana has received a "turnkey" contract worth about \$500,000 from Mobil Oil Ghana for the design and construction of a seven-acre office block and medical centre at Accra due for completion by the autumn of next year. Under contracts worth \$6m. Taylor Woodrow International is to build a 9,000-foot long rock mole and a 2,000-foot long bridge at Cockburn Sound, Western Australia, completing a task begun under an earlier \$400,000 contract between the mininor and the Federal government's Naval Support Facility.

British Ropeway Engineering Company, of Sevenoaks, Kent, has completed a £275,000 aerial ropeway for the United Provinces Cement Works at Jharpur, India. The ropeway carries crushed limestone for 6,350 feet to automatic discharge points at a speed of 800 tons per minute.

First returns on business at a recent machine tool exhibition in Moscow indicate that \$50,000-worth of machinery and equipment was sold, representing about a quarter of the total value of exhibits. The Machine Tool Trade Association said yesterday.

The full value of orders will not be known for some time. Shipment of airtight, inflatable train silos to East and West Pakistan has just been completed by Bally Products, of Billericay. The company has supplied 7,250-ton silos under the East Pakistan flood relief scheme, and 2,750-ton silos to West Pakistan. Total value of the contracts was \$7,180.

An export order from the Japanese Government for 30,000 tonne medallions, minted by Ernest Pobjoy, of Sutton, Surrey, and valued at more than £1m., was delivered to the London Assay Office last month compared with July last year, it was learned yesterday.

The air division of Auto Diesel Braby, of Uxbridge, has delivered trailer-mounted aircraft starting and servicing units worth £2,000 to CSA at Prague Airport.

to the Far East who had previously routed their goods via the U.S. ports were now turning to air charter. Plans were well in hand for the chartering of aircraft to go to Hong Kong and Singapore to cope with the demand, a spokesman said.

It has also warned that there is a very real danger of a strike spreading to the East Coast ports on October 1, which would have far worse repercussions on British shipping. In the event of a national dock strike the President may invoke the 80-day "cooling-off" period although this remains no more than a possibility at this stage.

More than 100 ships, some with British exports on board, are at present held up because of the West Coast strike. Mr. Parke, secretary of the U.S. Pacific Freight Association, said that lines of some lines were endeavouring to discharge at alternative ports to enable the goods to get through.

Vancouver, Canada, has become particularly congested as a result of diverted traffic, while the other main alternative port, Ensenada in Mexico, has only limited facilities. Some exporters have also been routing their goods via East Coast ports.

A spokesman for the British National Export Council said last night that exhibitors at the British Week in San Francisco between October 1 and October 9 had been given clear warning to make contingency arrangements, and it was unlikely that the event would be merged by the strike.

Airbrokers, Clarkair International, said yesterday that some British shippers of exports



Mr. J. Steinberg, chairman of the Clothing Export Council, at yesterday's Press showing.

## Peak aerospace exports, but industry voices anxiety

By MICHAEL DONNE, AEROSPACE CORRESPONDENT

WHILE U.K. aerospace exports in the first six months of this year bit the new peak level of more than £160m., the aerospace

industry is concerned over the lack of decision on new programmes with which to fill the latter part of this decade.

The Society of British Aerospace Companies yesterday said that aerospace exports are now running at a level nearly three times that of the mid-1960s, and well above that of the best-ever export year, 1960, when after setting a half-year total of £153m., they went on to set a peak of £204.7m.

But Sir Richard Smeeton, director of the SBAC, struck a warning note immediately on these figures, pointing out that they represent the fruits of programmes established, in the main, up to ten years or more ago.

"We can confidently expect continuing business for several years to come in such well-established proven and successful aircraft as the BAC One-Eleven, and Hawker Siddeley Trident, HS-748 and HS-125," he says.

"Aerospace, with its continually advancing demands on designers, technicians and engineers, offers Britain the greatest opportunity to preserve its technologies, essential if we are to be a strong partner in the European Economic Community.

"With such aircraft as the supersonic Concorde and the V/STOL Harrier, we can truly claim to be ahead of all competition.

But, particularly in STOL and V/STOL, our lead is

being steadily whittled away and, unless action is taken on firm projects soon, it will stand in danger of being lost altogether.

"At the same time, governments of other countries, such as France, Germany and Japan, are showing a strong awareness of the need to expand their technological standing by offering increasing support to long-term development of their aerospace industries."

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## European News

## German-Italian gas pipeline

By Malcolm Rutherford

BONN, August 12. A NEW German-Italian company has been formed to build a near 300-mile long natural gas pipeline through West Germany, which will supply gas from the Dutch concern Nama to Switzerland and Italy.

The line will have an initial capacity of 6,500m. cubic metres a year, 6,000m. for Italy and 500m. for Switzerland. It is planned to be ready by the end of 1973 at an estimated construction cost of around DM400m. Later, it is hoped that it can be expanded to take gas for Germany as well.

The company formed to build it is the Trans Europa Naturgas Pipeline GmbH, jointly owned by Ruhrgas of Essen and Snam of Milan, a subsidiary of the ENI group. Share capital will be DM15m. and headquarters in Essen. The pipeline will link up with other networks near Aachen on the German-Dutch border and near Basle on the German border with Switzerland.

Meanwhile, Ruhrgas, the company which last year signed a major contract with the Soviet Union to bring large quantities of Soviet natural gas to West Germany, still hopes to announce a second Soviet contract in the course of this year.

## LIKELY DATE OF BREZHNEV VISIT TO BELGRADE

MOSCOW, August 12. LEONID BREZHNEV, General Secretary of the Communist Party, whose planned visit to Yugoslavia, became known on Wednesday, will go to Belgrade between September 15 and September 25, the exact date to be fixed shortly. Communist diplomatic sources said to-day: "The trip was described by the sources as a "working visit" of three-four days, and not a long tourist excursion such as Nikita Khrushchev undertook in 1963.

It is billed as a "Party and Government" visit, which, in Communist parlance, means that all relations between States as well as between the two Communist parties will be discussed.

## French trade surplus in July pleases government

BY ADRIAN DICKS

FRANCE has registered a trade surplus of Frs.2,700m. (£200m.) during the first seven months of this year. This satisfactory performance was capped by a corrected surplus for July alone of Frs.428m., representing a rate of exports 4% per cent above the rate of imports.

## Evidence

The July figures represented a considerable improvement in those for June, when the corrected results showed an almost exact balance, with a small surplus of Frs.20m. (£1.5m.) July exports, at a record Frs.10,175m. were 1.7 per cent. up on June, but the main reason for the sharp improvement in the previous month seems to have been a drop in imports into France of no less than 7.8 per cent. during July.

This drop is mainly the result of the slow-down in industrial production registered in the late spring, but now that this has begun to pick up again imports may resume their growth in the next month or two.

For the moment, however, the Government is understandably

pleased at the July results and is saying so. The Finance Minister, M. Giscard d'Estaing, issued a message congratulating the French people "for their efforts concerning our exports—the second such declaration of thanks he has made this week, following the full page advertisements in newspapers on Monday and Tuesday announcing France's repayment of its remaining IMF debt and our reserve level of

£6.825m.

However, the trade results are more solid evidence of good health than the crude reserve figures, swollen as they have been by the very heavy dollar inflows into France which amounted to just under \$500m. during July alone, and against which the French Government has now erected so formidable a barrier of anti-speculative measures.

## Explanation

As if any remainder of its domestic reasons for fearing further speculation in the franc were needed, this week has seen a considerable political campaign get underway against the

PARIS, August 12.

10 centime increase in public transport fares in the Paris region recently announced by the Minister of Transport. The Socialist leader and former presidential candidate M. François Mitterrand has asked for an explanation from the Prime Minister, M. Chaban Delmas to which an answer is now expected next week. However, M. Mitterrand appears to have captured public imagination in taking the lead of a groundswell of discontent at continuing price increases.

## PAYMENTS GAP IN JUNE

ROME, August 12.

The Bank of Italy said Italy had a provisional balance of payments deficit of lire 23,000m. to June, largely because of the payment of lire 35,000m. to the Common Market Agricultural Fund.

During the first half of 1971 Italy registered a surplus of lire 285,000m. compared with a deficit of lire 359,000m. in first half 1970, the bank added.

Reuter

## Romania takes steps to assure Moscow of loyalty to Comecon

BY MICHAEL SIMMONS, EAST EUROPEAN CORRESPONDENT

ROMANIA yesterday went some way to assuring Moscow of its fidelity to the Comecon group, and to the Soviet Union in particular, by publishing a long list of the economic and industrial projects on which it intends to co-operate with other countries in the foreseeable future. At the same time, through an article in the Party newspaper, *Scînteia*, it was made clear that Romania collaborated in such projects only of its "fully free" consent."

Prominence was given in the article to intended Romanian investments in Soviet iron mining, and the proposal to build chemical factories with the Russians. Mintoff was also made of of recent sources said to-day: "The trip was described by the sources as a "working visit" of three-four days, and not a long tourist excursion such as Nikita Khrushchev undertook in 1963.

It is billed as a "Party and Government" visit, which, in Communist parlance, means that all relations between States as well as between the two Communist parties will be discussed.

## Engineered

The article is a further demonstration of Romania's carefully engineered enthusiasm for the Comecon integration programme announced last weekend. While other Comecon members, somewhat surprisingly, have given the

programme a rather cautious welcome, the Romanians have ostentatiously taken the line that it is of "great significance" to the general cause of socialism.

Consistently, however, they too have qualified their welcome. Internal economic developments should not be lost sight of, they said in a recent broadcast.

"National sovereignty and State independence" it was pointed out, "acquire in the socialist system a profoundly social class content, expressing the sovereign right of the working class and the entire people freely to decide without any outside interference on society's advancement."

The reference to "interference" will not have been lost on the Russians—or on those Western countries that are considering playing a more active role in the Romanian economy.

President Nicolae Ceausescu, meanwhile, continues to demonstrate his independence in other areas. At a Black Sea party given to senior Communist visitors from a number of European countries (tactfully excluding East Europeans, but including for safety's sake a senior Soviet delegate), he said plainly that the meeting was "an expression

of international friendship and solidarity" — thus using a favoured Kremlin phrase, but hardly in a context of which the Kremlin would approve. The meeting, after all, included some very stern critics—notably from Spain—of Soviet foreign policy.

## Rammed home

At the same time, Romania's exclusion from the Comecon meeting is still being rammed home—currently by the East Germans.

A communiqué prepared this week by their Party leader, Herr Honecker, said this meeting had convincingly demonstrated the unity and cohesion of the "fraternal" socialist countries.

Meanwhile, a Romanian delegation of agricultural specialists, led by a Deputy Minister, is currently in China to study land use and the cultivation of crops and vegetables.

**Mintoff dissatisfied with British aid proposals**

BY RICHARD JOHNS

THE aid offer proposals by Britain following consultations in the NATO Council were greeted angrily by Mr. Dom Mintoff, the Maltese Prime Minister, when they were presented on Wednesday night, according to reliable diplomatic sources.

By yesterday evening there had been no more communication between Mr. Mintoff and Sir Duncan Watson, the British High Commissioner in Valletta, who passed on the proposals.

It is understood, however, that Sir Duncan has been given a margin for manoeuvre and may not necessarily have played all the cards at his disposal at once.

In all, he has apparently been empowered to offer, as much as £15m. a year in return for the use of Malta's military facilities. But this global sum would contain a proportionate high loan element, believed to be £5m. This would leave the total of outright grant at something like £9m. Britain is willing to contribute £5m. as grant and £3.5m. as loan.

Apart from the amount of money offered, another major issue centres around whether or not the facilities are regarded as being leased to Britain alone—as Mr. Mintoff demands—or to the NATO Alliance as a whole, as the U.K. and its allies are insisting.

In addition, Britain wants use of the military facilities exclusively for its own and NATO purposes with a guarantee that they will not be offered to "third parties"—in effect, the Soviet Union.

## Not satisfied

Godfrey Grima reports from Valletta: "Anything can happen now following last night's 75-minute encounter between Mr.

1971 £000s 1970 £000s

Group Profit before Tax 460 398

Ordinary Dividends (gross) 96 87

Profit Retained 157 118

Depreciation 246 270

Capital Employed 1,705 1,463

**BURNETT & HALLAMSHIRE HOLDINGS LTD.**

Extracts from the Annual Report and Statement of the Chairman, Mr. A. G. Burnett presented at the Annual General Meeting held on 12th August, 1971.

	1971 £000s	1970 £000s
Group Profit before Tax	460	398
Ordinary Dividends (gross)	96	87
Profit Retained	157	118
Depreciation	246	270
Capital Employed	1,705	1,463

**DIVIDEND** The total dividend on the increased issued Capital following the Scrip Issue (one for one) is equal to 13.5% as against 12.5% last year.

**CIVIL ENGINEERING** The forward contract position is at a high level.

**EARTHMOVING AND CONTRACTING** Record results.

**OIL STORAGE AND DISTRIBUTION** A considerable improvement on previous year.

**THE FUTURE** At the meeting the Chairman informed the Shareholders that since his report, written in mid-July, current activities indicate that his optimism for the future is fully justified.

Copies of the Statement of Accounts may be obtained from the Secretary, S. R. Williams, 119 Pashler Lane, Sheffield, S11 8YS.

## HOLLAND

## Help for the poor regions

BY OUR CORRESPONDENT IN THE HAGUE

Southern tip. This means that two other provinces will lose their special development facilities. They had already been withdrawn from a third at the beginning of this year.

The publication, in mid-July, of a very detailed three volume report on the prospects for the manufacture of process control apparatus, electro-medical apparatus and plastic products in the three Northern provinces, could hardly have come at a more opportune moment. It was commissioned some years ago by the then Minister of Economic Affairs from Arthur D. Little (ADL), the U.S. management consultants, and prepared by their European head office in Brussels.

For each of the three industries mentioned, the report analyses the present European market and its expected development over the next five to ten years. These analyses are translated into forecasts pointing to the sub-sectors with the most promising medium and long-term growth prospects. The advantages of manufacturing the products concerned in Northern Holland are set out in some detail.

There is a large market for process control apparatus in Western Europe, says the report, which is showing healthy rates of growth. Total West-European sales are expected to increase from an estimated \$644m. in 1969 to nearly \$950m. in 1974 and some \$1.224m. in 1979.

There is a rather smaller European market for electro-medical apparatus. Excluding medical computer systems, its value was between \$250m. and \$300m. in 1969, with Britain and the Common Market countries accounting for \$210m. worth between them. From 1970 to 1980, this market is expected to grow by an average of 9 per cent. a year in Britain and the EEC countries, lifting their combined sales potential to some \$550m. in 1980.

Some sub-sectors will show much more than average growth. Several companies with activities in these fields are expected to set up new factories in Europe within the next three years. Productions in this category which could prove of immediate interest to the North are: patient monitoring equipment, X-Ray image intensifiers, electro-medical apparatus and automatic analysers.

Plastic fabrication, says the ADL report, is a very large industry indeed. About a quarter of the world's production is concentrated in the Common Market and Britain. An average of

\$2,000m. will be invested in manufacturing plant in each of the next five years. The annual rate of consumption should rise by at least 11 per cent. through out the 'seventies.

Holland's plastics fabrication industry is relatively independent. Most of the important raw materials are produced here. Know-how and trained labour are available. The industry is, on the whole, well developed and integrated. As a rule, the leading companies can hold their own against EEC competition. Many



Dutch provinces with development problems.

Dutch companies export a large proportion of their output to other EEC countries, particularly Germany.

The particular attraction of the approach, on which the Arthur D. Little report is based, lies in the fact that employment in a region where a large proportion of the labour force still work in agriculture and other weak industries, would gradually be shifted to lines of production with better long-term prospects.

Indeed, the advantages of manufacturing the products concerned in Northern Holland are set out in some detail. Roads, ports, industrial estates and other infrastructure facilities are reasonably developed and still being improved. There is plenty of space. Labour relations are stable. (But not it should be added, altogether without problems. Eastern Groningen has become the third most troublesome centre of Communist agitation after Amsterdam and Rotterdam in recent years.) The natural surroundings are pleasant, the Government

## Inquiry ordered into Spanish hotel collapse

MALAGA, August 12.

SPANISH government officials today ordered a full scale inquiry into the luxury hotel collapse in Spain in three years. In 1969 52 persons were killed at a wedding reception when a restaurant caved in near Segovia. Last summer an uncompleted nine-story apartment block in Almeria, southern Spain, toppled killing nine workers.

Three young British children escaped with only a few scratches last night after being trapped for more than eight hours under tons of rubble. UPI and Reuter

## BERLIN TALKS TO CONTINUE ON MONDAY

WEST BERLIN, August 12.

THE FOUR-POWER talks on Berlin will be continued on Monday. The Soviet chief delegate to the complex negotiations, Ambassador Mr. Piotr Abrassimov, announced to-day.

His statement confirmed that the four sides, the U.S., Britain, France and USSR had so far failed to clear all issues of their 16-month-old negotiations.

Reuter and UPI

THOMAS VALE AND SONS

HIGHER PROFITS AND INCREASED DIVIDEND

	Profit (pre-tax) £	Earnings per share (pre-tax) £
1966	15,713 (loss)	1p (loss)
1967	41,649	2p
1968	80,023	5p
1969	113,723	7p
1970	126,472	8p

The following are extracts from the Chairman's Review—

★ **Dividends:**—The Directors recommend an increase in the final dividend for 1970 to 11% as against 10% for the previous year.

★ **Profitable Construction Programmes:**—All current contracts are producing profits and we have achieved a satisfactory order book of major construction works. Housing is making a growing contribution to profits. Our sheet piling activity is being developed and produces a satisfactory margin of profit.

★ **Liquidity and Expansion:**—We are well placed to finance expansion in the more remunerative areas of construction and civil engineering, to

## Other Overseas News

# McMahon dismisses Gorton from Cabinet post

BY MICHAEL SOUTHERN, AUSTRALIA EDITOR

**THE PRIME MINISTER** Mr. McMahon, to-day dismissed Mr. Gorton from the Australian Cabinet. Mr. Gorton, Minister for Defence and former Prime Minister, remains as deputy leader of the Liberal Party—at least until a meeting of the Parliamentary Party next week when the situation will be discussed.

Mr. Gorton was given no alternative but to resign following the publication of the first of a series of articles in the Sunday Australian (a paper owned by Mr. Rupert Murdoch) last weekend about his former Prime Minister. The articles were written to refute criticism of Mr. Gorton in a book "The Gorton Experiment" recently published by a journalist, Mr. Alan Reid, which made savage and personal attacks on Mr. Gorton.

Mr. McMahon issued a brief statement this afternoon following a 12-minute confrontation between the two men in Parliament House. It said he asked Mr. Gorton to see him about his

decision to write a series of articles for the Sunday Australian.

"I informed him that in my opinion, his action breached basic principles of Cabinet solidarity and unity and reflected on the party," Mr. Gorton said. "I was asked if Mr. Gorton had given me his resignation. This he agreed to do."

No replacement for Mr. Gorton has yet been announced. It is expected that, at the weekend, Mr. McMahon will appoint the present Minister for Education and Science, Mr. Furburn. This will, it is understood, Mr. McMahon bring Mr. Malcolm Fraser back into the Cabinet, in Mr. Fairhairs portfolio. It was Mr. Fraser's resignation from the defence portfolio five months ago which precipitated Mr. Gorton's downfall as Prime Minister. But while Mr. Gorton remained deputy leader and a Cabinet Minister, it was impossible for Mr. McMahon to give Mr. Fraser a seat in the Cabinet.

Mr. Gorton said he thought that he did not feel that he had breached Cabinet solidarity. "I indicated that I could not see

SYDNEY, August 12.

how refuting the scribblings of some journalists would cause damage to the party."

Mr. Gorton said he intends to continue writing the articles. He also intends to remain in politics, on the back benches. He is 59, and has been in the Ministry for 18 years.

Mr. McMahon said later that he did not think Mr. Gorton's dismissal would affect solidarity in the party. "I am sure he will give complete loyalty to the leadership." This is the second sacking by Mr. McMahon of a Cabinet Minister this month. The first to go was Mr. Leslie Enright, the Minister for Foreign Affairs and a Gorton survivor.

Mr. McMahon has been seeking a way of ridding himself of Mr. Gorton ever since he took over from him as Prime Minister. The two men have made no pretence about their antipathy to each other. For Mr. McMahon, Mr. Gorton's presence in the Cabinet, and as deputy leader has been a constant embarrassment in that he has been unable to gather around himself loyal supporters.

## Egypt sets U.S. Sunday deadline

BY OUR OWN CORRESPONDENT

**PRESIDENT ANWAR SADAT** has given the Americans until Sunday to come up with fresh ideas for a Middle East settlement. After that Egypt will exercise its right to freedom of action, according to Mr. Mohamed Heykal, Al Ahram's chief editor and a close confidant of the President.

Mr. Heykal writes in his Friday column that President Sadat had fixed the August 15 deadline in July after receiving messages from President Nixon and Secretary of State, Mr. W. Rogers, requesting a further period of grace for them to try their peace efforts.

The Americans had asked for clarifications of the Egyptian stand and then time to take new steps, in particular to send assistant Secretary of State, Mr. Joseph Sisco, to Israel. Mr. Sisco agreed, Mr. Heykal writes, but told the Americans that Egypt was not prepared to let the occupation of its territory enter a fifth year, that the United Nations General Assembly was meeting in September and that Egypt was determined to make the world body a party to the crisis. Washington was to inform

CAIRO, August 12.

day evening conferred with Egypt's UN envoy Mohamed al-Zayat, Ashraf Chorbal, the chief diplomat in Washington and the Ministry's policy planning team.

In his weekly column last week Mr. Mohammed Heykal, the editor of Al Ahram, a confidant of President Sadat, recalled Egypt's differences with the Soviet Union in 1958 "due to a very grave historical error of an Arab Communist Party—the Iraqi Communist Party." In effect, having leapt on to the band-wagon of the Kassam regime after the overthrow of the monarchy, the party terrorised the sizeable "pan-Arab" political element in Iraq which acknowledged Nasser's leadership and wanted closer union with Egypt. There followed the detention of Egyptian Communists, and several years of strain in relations with Moscow.

It is generally agreed that, as a result, the Soviet Union decided at this point to put its own interests before ideological commitment.

Preparations for Egypt's diplomatic offensive at the UN are underway at the Egyptian Foreign Ministry, where Foreign Minister Mahmoud Riad, yesterday

## Hussein handed Egyptian-Saudi plan for commandos

BY OUR OWN CORRESPONDENT

CAIRO, August 12.

THE Egyptian and Saudi envoys these agreements: 3) The Jordanians are to release all commandos detained after the recent fighting; 4) The Palestinians will abolish all underground organisations in Jordan; 5) Each side must halt all propaganda campaigns against the other; 6) "National conciliation" must be proclaimed to restore security in Jordan for the commandos to resume the fight against Israel.

They are: 1) Jordan must declare its full commitment to the Cairo peace agreement signed by King Hussein and guerrilla leader Yasser Arafat in September, 1970 and the Amman accord signed by the two later; 2) The Arab political and military follow-up committees in Jordan must be allowed to resume their supervision of the working of

the 1960 argument.—"Think of the spare parts, Camal." On the Arab side it has been understood that there are limits to Soviet influence.

It was understood the U.S. was taking its case to GATT on the basis of article 23 of the rules

which permits a member country to retaliate if its interests are infringed. Government sources

said the American intention was to invoke retaliatory rights under the General Agreement on Tariffs and Trade

earlier. Foreign Ministry

sources said the U.S. Government

Other countries in South Asia will undoubtedly give deep thought to the factors that impelled a major Asian country like India to take such a significant shift in its foreign policy. Already there are reports that Japan and other countries like Malaysia and Indonesia are actively studying the implications of the Treaty, which has stuck India into the Soviet orbit and given concrete shape to the Brezhnev project.

It is not without significance that India's leaders proclaimed immediately after the signing of the treaty that it did not mean the abandonment of the traditional policy of non-alignment.

The Foreign Minister of Sri Lanka, Mr. Indira Gandhi underlined the invitation to the Sino-Soviet Treaty, which has stuck India into the Soviet orbit and given concrete shape to the Brezhnev project.

Russia has thus taken a dramatic lead in Asian politics by seizing the opportunity presented by India's isolation and Pakistan's truculence: the timing has only been hastened by such events as the East Pakistan civil war, the U.S. military and diplomatic support of Pakistan in the impending Sino-Indian wars.

It is true that all these factors combined to force India's Foreign Office to sign the treaty in a near panic, but the treaty itself only formalised the increasingly close Soviet-Indian relations which, over the

## MIDDLE EAST AFTER NIMAIRI'S SHOWDOWN

# Arab Socialism v. Moscow

BY RICHARD JOHNS, MIDDLE EAST CORRESPONDENT

**PRESIDENT NIMAIRI'S** showdown with the Sudanese Communists has torn away the veil which for over a decade now has cloaked the differences between the Arab socialists of radical persuasion and the Communists of the Kremlin. Sometimes conflict have protruded, but generally both sides have tried to keep them concealed by a kind of mutual consent based on self-interest.

The Soviet Union seemed to have been won over by the Communists' quarrels with President Nasser between 1958 and 1960 that, if it was to extend and maintain its influence in the Middle East, it could not afford to risk the kind of backlash which overzealous promotion of Arab Communist Parties might create. The Kremlin reluctantly seemed to appreciate Nasser's aspiration that a basic contradiction existed between Arab Socialism and Marxism. For him Communism was atheistic and involved a measure of outside control from Moscow. His belief that the Arab world should evolve its own form of socialism peculiar to its own needs and character has been shared by the Baath Party whose factions have been in power in Syria since 1963 and in Iraq since 1968.

In his weekly column last week Mr. Mohammed Heykal, the editor of Al Ahram, a confidant of President Sadat, recalled Egypt's differences with the Soviet Union in 1958 "due to a very grave historical error of an Arab Communist Party—the Iraqi Communist Party."

In effect, having leapt on to the band-wagon of the Kassam regime after the overthrow of the monarchy, the party terrorised the sizeable "pan-Arab" political element in Iraq which acknowledged Nasser's leadership and wanted closer union with Egypt. There followed the detention of Egyptian Communists, and several years of strain in relations with Moscow.

It is generally agreed that, as a result, the Soviet Union decided at this point to put its own interests before ideological commitment.



Mr. Khaled Bakdash

Russians of plotting against him, has gone farther than any other Arab leader in accusing the Soviet Union of being a "colonialist."

Mr. Heykal reflected Egypt's embarrassment. On Friday he said that the whole affair had been a gross political error which would have to be patched quickly—or the planned federation of Egypt, Libya and Sudan would suffer the consequences. He was critical of Cairo's efforts to save Ahmed el Shafei, the Sudanese trade union leader.

Mr. Heykal pointed out that the Soviet Union could not remain silent in the face of pressures from its client Communist Parties. But he also castigated the Sudanese Communists' failure to understand that developing countries do not have strong enough working-class parties to form a "dictatorship of the proletariat."

Mr. Heykal recounted how Egypt found its own solution to the problem of a local Arab Communist Party and its relations with Moscow. The Egyptian Communist Party merged itself into the Arab Socialist Union after Nasser had released the gaolied Marxists in 1963 and 1964. Subsequently, they were freed and became prominent in some fields like publishing and teaching. Khaled Mubleddin, one of the original "Free Officers," known as the "Red Major," came back from exile in East Europe and became head of the Al Akhbar publishing house. Thus, although the party has remained dead, a strong streak of Marxism has been legalised in Egypt's political life.

What Mr. Heykal did not say was that the submergence of the Communists into Egypt's one-party political system has created endemic tensions. The most recent one to show itself was the statement by the Cairo-based International Federation of Arab Trade Unions which condemned President Nimairi's passing comment on Friday was that the treaty had no value for him other than the liberation of the Israeli-occupied territories. It is clear, however, that the Soviet Union expects the Egyptian leadership to take care of those whom it considers to be good Marxists.

In Syria and Iraq where the Communist parties have retained their own identity the issue is more clear cut. In both countries the ruling Baath Parties have been going through the motions of trying to align the Communists with the Soviet Union. The Baathists have seen in this part of the treaty a version of the Brezhnev doctrine. Mr. Heykal's passing comment on Friday was that the treaty had no value for him other than the liberation of the Israeli-occupied territories. It is clear, however, that the Soviet Union expects the Egyptian leadership to take care of those whom it considers to be good Marxists.

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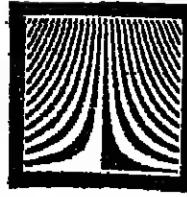
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## Indo-Sov



# The Technical Page

EDITED BY ARTHUR BENNETT AND TED SCHOETERS

## POLLUTION

### Protecting power insulators

ACCORDING to Dow Corning International, half a million people were deprived of electricity for several hours in Germany in 1969 as a direct result of pollution effects on transmission insulation. It happened in Bremen, where Stadtwerke Bremen Aktiengesellschaft suffered a complete breakdown because, although a coating had been applied to the insulators it had not completely absorbed the conductive particles continuously alighting on its surface as a result of air pollution.

The particles had formed a conductive coating on the surface and as well as this ice had formed: when it melted 19 flashes occurred within a few minutes, resulting in total breakdown of the Bremen network.

The power station insulators are since heat-coated with Dow Corning 18 silicone for an experimental period of a year and, claim Dow, the trouble has been cleared. It was found that the coating had absorbed all the particles as they alighted on the surface and that this absorption had continued right down to the insulator surface at a uniform rate.

The company says that the coating is particularly useful on two scores. First, it continues to absorb surface particles throughout its life, thus ensuring that water is repelled, secondly, it can be sprayed on, allowing the user to apply whatever thickness is required to sorb all alighting particles.

## RESEARCH

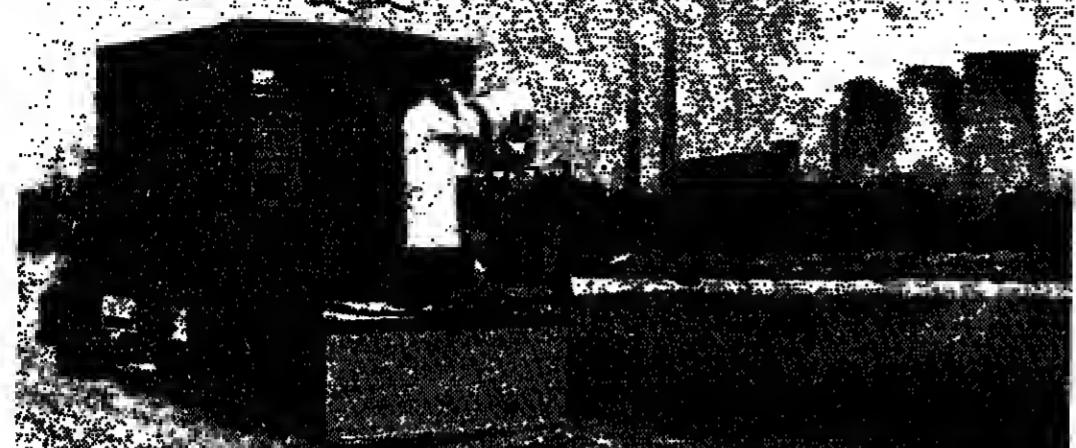
### Metals with memories

STILL recently only one alloy is thought to have a "memory". It is the shapes made from it that deform below a critical temperature will return to their original form once they are heated above this temperature. Now, research at the Philips laboratories at Eindhoven in the Netherlands has shown that there are many alloys, other than the usual nickel-titanium formula, which have the memory property. Two-man team has systematically investigated the shape memory phenomenon and has found an explanation of the processes involved.

Small atoms seek to be as closely packed together as possible in layers arranged on top of another so that the slack is the minimum of space. A atom in one plane rests in a hollow formed by three atoms of the plane below. But as the temperature is raised, atoms vibrate more and more easily so that the close-packed structure cannot be held.

Small alloys with a shape memory, atomic layers are built in such a way that the layers which determine the rows for the atoms above are not asymmetric.

Atoms in such alloys move of alignment through deformation below a temperature which their arrangement is in any case have begun to do, they will reoccupy their initial positions once the temperature is raised to above the critical. This means that the metal will go back to its original state. This means that the metal will go back to its original state because the asymmetry of triangles which determine the position of each atom in its leaves no alternative possibility for the atom, unlike what



LIDAR—range-finding radar based on a laser—in a mobile form is being used here in the study of vapour dispersion and smoke plume formation at a Central Electricity Generating Board site. The mobile system has been developed in the course of collaboration between the Rugby laboratories of Laser Associates, located in Panes Lane, Rugby, and the Central Electricity Research Laboratories in Leatherhead. The developers believe the unit to be the world's most advanced system—it has cost some £20,000—and with the present heightened sensitivity of the man in the street to pollution by smoke and other emissions

it could be of considerable importance to CEGB. The LIDAR technique operates in a manner similar to radar. It permits more accurate measurements to be made than in the latter case and it operates by sending a light pulse from a laser through a collimating telescope to the target where it is scattered by smoke particles, water droplets and certain gas molecules. The backscattered signal is collected in an 8-inch Newtonian telescope and examined by a photomultiplier. The strength of the received signal gives an indication of the density of the scattering source and therefore can be used to determine the extent and gravity of pollution.

AN ALTERNATIVE to a full scale inland sewage disposal plant will be an improvement over the present 600 yard outlet and its construction has been technically interesting.

Work began in October, 1970, and throughout the winter months the pipeline has been welded into strings, coated and lined. Simultaneously, the site traverse rail system and the roller launchway were constructed. Last month the final 1200 feet of pipeline was pulled

into position in a pre-dredged trench by a 150-ton winch aboard a pontoon anchored 2½ miles out to sea. In three weeks some 9,000 feet of the pipeline coated with 4 inches of concrete and lined with ½-inch of cement mortar was pulled on to the launchway across the promenade and beach into the sea.

THE PUMPHOUSE and associated land section of the pipeline is now under construction by J. E. Billings and Co., a subsidiary of William Press.

### Bognor outfall in position

WILLIAM PRESS has announced that the 4½ inch 1½ mile sewage outfall at Bognor Regis, Sussex, has been pulled into its final position on the seabed.

The scheme, chosen as the

alternative to a full scale inland sewage disposal plant will be an improvement over the present 600 yard outlet and its construction has been technically interesting.

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can happen in a pure substance, for instance.

The Philips research team has suggested that the property could usefully be applied in relays, but for the time being all the work it is carrying out is experimental.

### Exchanger performance testing

A PROTOTYPE 300 kW test rig to investigate the performance of a "Misflow" heat exchanger has been manufactured at International Research and Development Company and is to be commissioned at the National Engineering Laboratory. This is the latest step in a two year contract placed with IRD by NEL to study the effects of an forced-air-cooled heat exchanger design when a fine water mist is introduced upstream of the tube bundle.

The study, which was preceded by an IRD market survey, showed that the Misflow heat exchanger would be able to compete with the conventional air-cooled designs, particularly on capital cost. This was primarily due to the fact that expensive finned tubes could be replaced by the plain variety when used in the new system. The complete unit was also more compact.

Two computer programmes have been written, able to produce optimum designs of Misflow and air coolers. The calculations take into account capital and running costs, as well as the write-off period.

The prototype rig will operate in the forced and induced draught modes. It will therefore be possible to investigate a counter-flow unit in which water flows down across the tube bundle against an induced air-flow, as in a conventional evaporative cooler.

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The latter company's Computer

International is now to cover the whole

international computing scene, as

well as a company claiming to be

second only in stature to IBM.

It is being produced in the inter-

national A4 size and the latest issue—first 16, go completely

international—deals inter alia

with communications and the way

in which the minicomputer is

maturing.

On this topic, Dr. Christopher

Newport, chief engineer of advanced products at Framlington,

UK to the Moore McCormack

Shipping Lines, Harrods

Parliment Street in London or

1030 in Paris. We've done

job for all of them, and the

pace is still on.

Double your parking

capacity overnight for

roughly 25p a day per space

installations are guaranteed. It's simple. Space-O-Matic turns space into convenient parking space.

General Motors, Ford,

Kwaggen and Herzen-A-Car.

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## SPORT: EUROPEAN GAMES... YACHTING

## Carter's bronze waves the flag for Britain

BY CLEMENT FREUD

BOB SLY is a 31-year-old mortgage insurance consultant from Twickenham, and for three days now he has been sitting a few yards to my right caressing what I thought might be an umbrella, possibly a manu-moth salami, or, as an outside guess, a sword such as Japanese warriors fall upon in order to join their forefathers.

At 7.55 this evening the whole Olympic Stadium was privileged to see what it was that Mr. Sly had kept neatly rolled in brown paper—namely a 6 foot by 4 foot Union Jack such as I carried when serving my time in the Boy Scouts. (For the record I was a peewit.)

## U.K. record

With some embarrassment, he explained that the flag was really intended to signal British gold medals, but Andy Carter's bronze in a new British record time, especially with the prospects of gold and silver at an alarming rate, was reason enough—wasn't it?

He waved, we cheered and, indeed, Carter's run in the 300 metres final has become a most uplifting performance.

Leading the field from the second bend to the 600-metre mark, the Russian Archanov and the East German Fromm surged past him in the back straight, opened a commanding lead which Carter closed most valiantly to lose by a mere six-tenths of a second, and miss the silver by a second.

Another 10 yards and our man would have overhauled the East German, or died in the attempt—indeed, Carter's time was 1 min. 46.2 sec. in conditions some way short of

perfect after a day of drizzle and high humidity.

Fifteen minute later and down me if Mr. Sly wasn't waving his flag once more; this time his reasons were almost equally good. We did not actually pick up a gold, but we got a silver and a bronze in the same event.

The women's 800 metres, won convincingly by Vera Nicolic of Yugoslavia in two minutes dead

—the second fastest time ever recorded. In this race deep in the third bend there was a pile-up. Fall, the second favourite, cutting into the Heimsteider, the third, and both women falling to the ground our pair of Pat Lowe and Rosemary Stirling saw their chance, fought fiercely and came home second and third. Miss Lowe's time was 2 mins. 1.7 secs., only three-tenths of a second outside Lillian Board's Athens record.

For the rest, we had a day which was steadily interesting without really setting people heroes.

## Street ahead

On the subject of folk heroes, Juba Vaastinen, victor of Tuesday's 1000-metre event, witnessed Miss Ehrard of East Germany break the games record for the 1000-metre hurdles in 13.1 seconds, and moments later with a mammoth throw of the discus, Faina Melok of the Soviet Union, in her sixth and last attempt, not only beat Liesel Westerman's best throw but took from her the 1969 world record of 63.96 metres by a comprehensive 26 centimetres.

The crowd in the stadium cheered almost as loudly as they do when a Finnish athlete clears the high jump bar at 5 feet 8 inches. We also had a rare moment of drama, this time one that

represented.

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appeared to all men of good will irrespective of nationality or politics: the competing athletes have their own enclosure from which they watch the games; it is uncovered, bared by the start of the 100 metre races.

A very tall, strong athlete, possibly dissatisfied with his vantage point, vaulted across the gangway into the covered 15 seat enclosure and was chased by two whistling policemen. Within seconds the stadium was in an uproar. The athlete jumped like a stag; the police plodded dillidgently behind him and the cheers and counter cheers were equivalent to a Finn coming sacred to a prestigious semi-final—both impressive and long-lasting as the infinite, encouraged by this attempt, moved on to the even more seedy enclosure that seats officials, politicians and folk heroes.

This alone would ensure that he has some say on who ever gets the party presidential nomination next year. On top of this, his voice will be heard loud and clear in the debate on the economy—likely to be the No. 1 issue next year—since he is the self-appointed spokesman for the cities, which have suffered dreadfully from the inflation of the past five years.

Given this, given his experience and ability and his evident willingness to go to town and nail after the Nixon Administration, he will convincingly not be just another face in the crowd. The official candidates will have to talk to him, be ready to accept offers of the Vice-Presidency or of a Cabinet job, and be might even start a campaign of his own.

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# Soft Drinks

## Financial Times Survey

### Wide scope for new ideas

By ANTONY THORNCROFT

The soft drinks industry is a jungle of definitions, small companies serving local tastes, and major manufacturers locked in fierce competition. Stepping lightly through the mass of conflicting statistics the value of the total market can be estimated at almost £200m. a year, with a cash growth rate of about 4 per cent. a year. In volume terms, however, consumption is much healthier. The public drank around 11 billion gallons of soft drinks a head last year as against only 7.9 gallons in 1963. A rash of price cutting, especially among the squashes, accounts for the disparity between volume and value.

It is now necessary to divide the industry in half. On one side stand the concentrates, which used to be mainly quashes. They have now been overtaken by the whole fruit concentrates (which include kins and all), and the overall volume is around 70m. gallons. In individual drink terms this figure should be multiplied five times, giving a volume of 50m. gallons compared with 12.25m. gallons of non-concentrates. In the non-concentrates market account for 90 per cent. of sales, and these can be further split into flavours (including all the colas) and mixer drinks. It is all a very confusing picture.

And it changes all the time. A few years ago the concentrates entered a very bad patch. Squashes became a prey to "takers" own label brands, and these have now captured off the market. Squashes in fact have become a commodity market, advertising budgets are cut reduced, and competition by price rather than by brand image. The cheapest label on the market is often bought, and Mr. Darby, of Beechams, has

come to the conclusion that "in advertising terms this particular market is beyond redemption. We tried it with advertising for Quosh and failed. It is now just a case of getting down there and wheeling and dealing."

In fact Beechams has had the extraordinary experience of advertising Quosh in 1969 and not appreciably increasing sales and then withdrawing advertising support but slightly reducing the price, and watching sales climb. Quosh was priced below Tree Top but ahead of most other brands. Its success has persuaded Unilever to price promote Tree Top, and also cut back on advertising. So now no major company is heavily advertising squashes, and Darby at least sees the fall in demand this year as the cumulative result of the few years without brand advertising, and the fact that "own label" squashes were often of inferior quality.

#### Brand name

At the same time the carbonated drinks have been increasingly heavily advertised. Coca Cola, for example, has raised its budget for this year to £500,000 from £375,000 in 1970. So that while, overall, squashes still control around 57 per cent. of the soft drinks market in volume terms to non-concentrates 43 per cent., the profit situation is very different. But the profit to be made from carbonates requires a skilled marketing approach. Coca Cola, for example, is not only up against Pepsi Cola but also Schweppes which acts as the bottler for Pepsi in the U.K. Its own franchisees are Watneys, the old standby returnable bottle still dominates the market. In 1969 the figures were: returnables 201m. gallons, non-returnables 19m. and cans 31m.

#### Straight mixers

The other side of the carbonated market is mixers, although the dominant force here, Schweppes, is attempting its advertising to persuade consumers to drink mixers straight so that any attempt to divide up the market still further is invidious. The attraction to Schweppes of straight mixers is that they spread sales out from licensed premises to the grocery trade where most

through those red doors, and Coca Cola is necessarily a very interested but rather helpless spectator in the brewery takeover battles.

It operates, however, from a position of growing strength.

Coca Cola overtook orange as the

second most popular flavour

some years ago now and in time

seems certain to overtake

lemonade. Then the battle will

intensify between the four

hundred or so companies which

make a cola. In the past a third

cola to seriously challenge

Coca Cola and Pepsi has ever

managed to materialise, but now

Strike from the Barr Group is

extending down from its native

Scotland to the rest of the

country, and it is too soon to

write off Royal Crown Cola,

the number three brand in the U.S.

which is marketed here by the

revised Tizer distribution

network. The greatest challenge, however, will probably

come from the own label colas.

Cola is sensitive to price and

although the brand leaders

favour non-returnable bottles

and cans these are more expensive.

It is a question of knowing

how much extra the consumer

will pay for convenience,

and overall in carbonated drinks

the old standby returnable

bottle still dominates the market.

In 1969 the figures were:

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of the marketing effort has been concentrated in recent years. Schweppes has already had to withstand a supermarket and off-licence challenge from Hunts, a Beecham acquisition, but here again the greatest threat seems to be new label. Hence the heavy branding. It has paid off for Schweppes in so far as you can often buy its mixers even in Bass Charrington pubs, though that brewery markets the number two mixer, Canada Dry, in the U.K.

Cadbury-Schweppes can offer its customers a packaged deal, ranging from its mixers, through to Pepsi Cola, and its squashes (Sunfresh and Sun-crush) and Kia Ora. There is only one major soft-drink product missing—a large bottle of pop. The lemonade trade is still very important but it is here that the regional producers, catering for local palates, come into their own.

The number of soft-drink manufacturers may have thinned down from a couple of thousand 30 years ago to nearer 400 now but in the north especially they are thick on the ground: Shaw's of Huddersfield, for example, which gives Lancashire its Sarsaparilla and Yorkshire its dandelion and burdock. Nevertheless even here the big boys are capturing the market. Beechams now has Corona, and R. White belongs to the Whitbread group. Still independent among the pop producers is Tizer which only a few decades ago outsold the lot of them.

Since April Tizer has been in the throes of a marketing facelift, with new management and new financial backers, including Slater Walker. Advertising has been increased, with the use for the first time of television: there has been a new corporate identity, devised by Conran and covering every

thing from the deliveryman's

overalls to the product pack

and market research has been

commissioned to discover the

exact strengths and weaknesses

of Tizer. Its strengths are the

name and the fact that it serves

over 80,000 outlets that pay in

cash; its weaknesses are

that it has not penetrated the

multiples or the pubs, and has

had an uneconomic production

and marketing network. Tizer

may never recover its former

dominance but it may prove an

example of a soft drink which

waxed and waned and waxed again. Or it might prove a good buy for another of the major manufacturers in the field.

#### Marketing approach

One thing is certain—there will be plenty of activity in soft drinks. The Cadbury side of Cadbury-Schweppes, for example, has been experimenting with a fruit flavoured milk drink. Soft drinks is still a growing market and one in which there is a tremendous scope for new ideas and new methods. Squashes seems to be a declining market—in profit terms: but perhaps a new marketing approach might change that. On the non-concentrates side the market remains wide open. One thing is certain—there is an abundance of rich and professional marketing companies prepared to spend heavily to defend their stake in this fascinating industry.

Producing plant with the pace to meet the continuing call for higher and higher operating speeds, with the essential ability to provide reliable service day after day is the job of Dawson & Barfoss, Britain's largest and most experienced manufacturer of bottling and packaging equipment. But we offer more than just plant: we have the facilities plus a lot more experience than anyone else around to provide for really skilled planning. And we are more competitive. It will pay you to let us prove it. So look for our new badge on the quality equipment and just say the names—Dawson & Barfoss.

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### Changing pattern of distribution

By KELSEY van MUSSCHENBROEK

In the grocery field market leaders should reflect changing terms of distribution. If this means to be no more than a recognition of the obvious, the problems which arise out of decisions by manufacturers to keep step with High Street developments are nonetheless real. What has happened in the soft drinks business (and still happening) is an object lesson in the dilemmas which has led to a acceleration of its growth by creating products on-made for the grocery trade.

In discussing the role of distribution in soft drinks it is necessary at the outset to distinguish between two basically different types of product: squashes and cordials on the one hand, and carbonated drinks on the other. At this point in time developments in the latter market appear to be the more arresting, but their implications can only be understood in the light what has already happened in the squashes and cordials market.

#### Returnable bottle

With the advent of self-service and subsequent growth of the supermarket multiples, fruit squashes, cordials and concentrates quickly found space on supermarket shelves. Not only were they a product which traditional grocers already knew, but there had never been a tradition of selling them in returnable bottles as was the case with carbonated drinks. A returnable bottle is something a supermarket is simply not used to coping with, as it is in-store handling by the staff which self-service is used to be able to do with.

On the supermarket, and helped initially by visual branding, modern marketing and merchandising techniques, sales of squashes grew

by fairly aggressive price cutting. When cyclamate sweeteners were banned a couple of years ago it was expected that own-label growth would be halted, but this does not appear to have happened.

At the time of the ban own-label squashes were estimated to hold some 51 per cent. of the grocery squash market; to-day that proportion seems to have edged up to about 53 per cent. according to trade estimates.

If squashes and cordials are now showing signs of becoming a commodity trade, with volume continuing to outstrip price, the same cannot be said of carbonated soft drinks—yet.

The turning point in the development of this market was the introduction of the one-trip, non-returnable bottle by Schweppes in 1966. Until that time carbonated soft drinks—especially the mixer trade—had been largely confined to pubs.

Of course, colas in cans were already on supermarket shelves, as were some mixers. But overall growth was static: in 1961 total output of carbonated drinks was 230m. gallons; five years later it was only 6m. gallons more.

The effect of the one-trip bottle was immediate, and by last year production of carbonated soft drinks had risen to 268m. gallons. Sales through the grocery trade alone are estimated to be around £8m. a year. In addition, the no deposit bottle has been given another boost by the growth of specialist "wine markets," while the increase of off-licences in supermarkets (they rose nearly 40 per cent. last year to around 2,600) is a further development which is channeling more of the mixed trade through multiples.

Against this sort of background it was hardly surprising that the leading chains should wish to have their own label carbonated drinks in no deposit bottles to add to their growing sales of such drinks in cans. In the last four years own label

penetration was soon followed

#### One trip

On the other hand, there is one development which appears to be acting in the opposite direction—reinforcing the branded side of the business.

Although the no deposit bottle was designed primarily as a grocery package there are clear

signs that it is catching on fast in the licensed and catering trade as well. Some four years ago sales of carbonated soft drinks in one-trip bottles through licensed and catering outlets accounted for barely a third of the total: to-day that proportion has risen to 40 per cent., and it is all branded business.

Over the long term, therefore,

the industry could be faced with an intriguing marketing conundrum: to prevent a highly successful grocery product (one-trip carbonated soft drinks) from becoming largely a commodity business, as squashes and cordials have done, manufacturers may have to ensure that sales of their branded lines through non-grocery outlets remain fairly substantial.

## We have a reputation for getting drunk.

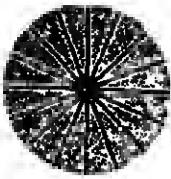
It happens all the time. Already this year thousands of new stockists, millions of new drinkers.

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Soda	Chocolate Mini
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Lime	Ginger-Clove
Orange	Hickory Nut
Pineapple	Malaga
Rum	Mandarin Lime
Strawberry	Mango
Spray-dried Natural Citrus Juice Powders:	Mocha
Lemon	Mountain
Lime	Blackberry
Orange	Orange Coconut
Grapefruit	Papaya
	Passion Fruit
	Peach Brandy
	Pistachio
	Pomegranate
	Root Beer
	Rum-Egg Nog
	Tropical Punch

Soft drink manufacturers please tick the flavours in which you are interested, add your name and address below and post your list to:

327-347, Oldfield Lane, Greenford, Middlesex. (Tel. 01-578 5662)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone No. \_\_\_\_\_

**Robinsons (Barley Waters and Fruit Drinks) is the proprietary Brand Leader in the concentrated soft drinks market.**



## SOFT DRINKS II

# Little change in basic requirements

By KENNETH J. HANMER, Assistant Managing Director, Tizer Ltd.

The commercial production of soft drinks or "carbonated waters" as they were better known, goes back some 200 years or more and although science and technology have enabled great strides forward to be taken in production techniques and production equipment, the basic requirements of providing the market with a palatable, healthy product in an eye-catching hygienic package remain much the same.

What makes a soft drink? The flavouring materials are primarily alcoholic extracts, emulsions, compound or synthetic essences and fruit juices, to which are added sweetening agents, natural or synthetic, preservatives, acids, and for carbonated products, carbon dioxide.

Few of to-day's soft drink producers acquire their flavouring materials in the raw or unfinished state. The skilled processes based upon scientific knowledge and technical control which are required to provide the soft drink producer with flavouring materials of an assured high quality and absolute uniformity, has contributed to the development and growth of a specialised industry to supply these needs.

### Sweet taste

Sweetening agents to the soft drink producer, are those substances which, when blended with flavour, acids, etc., will provide a sweet taste and give "body" to the product. Sweeteners also assist in the transmission of the flavour and add to the energy or food value of the product. Sugar, derived from sugar cane and the sugar beet, is the most widely used sweetening agent used in the soft drink industry. Saccharin is the artificial sweetener most commonly employed but its usage is subject to stringent legal limitations. The use of "cyclamates" has now been banned in the U.K. The majority of soft drink producers take

road tanker deliveries of liquid sugar, direct from the sugar industry's refineries.

The acids used in soft drink production are of an edible grade, and are non-harmful in the concentrations used. Those in common usage are citric, phosphoric, and to a lesser extent, tartaric acid. Acids are used to complement and point out characteristic flavours and may also play a part in preventing spoilage of the product.

Water, as it occurs in nature, always contains impurities in solution or in suspension and as the environment becomes more polluted, so do the supplies of water available to the soft drink producer. The modern producer, therefore, has continually to determine by analysis, the extent which his supplies should be subjected to water treatment. Although town water supplies are potable, that is free from disease-producing organisms, the facilities are not always available to remove taste, odour, colour, turbidity and scale-forming salts. In order that the end product is of standard quality and uniformity, it is necessary that the soft drink producer should monitor, and by treatment, provide himself with water which ensures that such standards of quality and uniformity are attainable. Water treatment plant is, therefore, an essential part of the modern bottling plant.

Until the Second World War, it was a common practice for the small firms in the soft drink industry to generate their own carbon dioxide, on site, by the reaction of sulphuric acid on sodium bicarbonate. Nowadays, however, it is the general practice in Europe to buy supplies of CO<sub>2</sub> from the major gas producers. Deliveries are made by carbon dioxide liquid tank trucks into low pressure receivers installed at bottling plants. The last two decades have seen a development of compact packaged CO<sub>2</sub>

producing units with outputs of 50 to 1,000 pounds liquid CO<sub>2</sub> per hour. The process consists of carefully controlled combustion of fuel oil and extraction of CO<sub>2</sub> from the resultant flue gases with a recirculated "lye" solution. These packaged units have found a ready market in countries where CO<sub>2</sub> is not readily available.

### Capital saving

A soft drink production factory, whether it be a large or small factory, will have certain basic operating areas and facilities: warehousing, boiler rooms, flavoured syrup operating area, bottling hall, laboratory, water treatment area, maintenance and service area, administration area and facilities for operatives. All areas must be of a standard acceptable to producers of food and drink products with certain areas requiring special features and machinery peculiar to the soft drink industry. The preparation of flavoured syrup will take place in a hygienic syrup room or area in which will be housed stainless steel vessels, filter pumps, meters, etc. The capacity and number of such vessels will depend on the size and number of bottling units to be served and in the larger plants it is quite usual for the syrup room operation to be partially or wholly automated. Recent developments in metering techniques may well mean that the components of a flavoured and sweetened syrup will simultaneously enter a metering device and emerge as a flavoured and sweetened syrup to be fed directly to the bottling unit. Mixing tanks would no longer be necessary and, apart from saving the capital investment in tankage, considerable space economies would result.

The bottling unit or bottling line for producing a carbonated soft drink in a returnable glass container consists of equipment connected by conveyor lines to

carry out three distinct operations: those of bottle washing, filling and sealing the bottle and the labelling and packaging of bottles. Assisting in the filling and sealing is the carbonator in which CO<sub>2</sub> and water are mixed.

The function of the bottle washer is to present to the filler a bottle that is both clean and sterile. Two separate elements are used in a bottle washer. The mechanical devices which scrub the bottle in various ways and the washing solution which sterilises the bottles. Members of the alkali family of chemicals make up the basis of most bottle washing compounds. These alkaline washing solutions are usually composed of such alkalis as caustic soda, sodium carbonate, trisodium phosphate, and sodium metasilicate. Caustic soda is the principal ingredient because it has by far the best germicidal properties. For this reason, the time and temperature required for bottle sterilisation are almost entirely dependent upon the caustic content. Other alkalis may somewhat increase the germicidal strength of the caustic solution. However, milder alkalis are used for their improvement in cleaning properties. Sodium carbonate and trisodium phosphate are used to improve the detergent action of the solution. Sodium metasilicate prevents the damaging effects of highly alkaline solutions. Three factors are crucial in the germicidal efficiency of the washer. These are contact time, caustic strength and temperature. For a 10°F drop in temperature, it is necessary to increase the caustic concentration of the solution by 50 per cent, to obtain the same germicidal efficiency. For a 10°F rise in temperature it is possible to decrease the caustic content by one third. (Normal contact time is five minutes at 130°F.)

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## SOFT DRINKS III

# Changing state of play in pubs

By KENNETH GOODING

According to one authoritative estimate, about £170m-worth of "mixers," other soft drinks and fruit juices will be sold through Britain's public-houses this year. Figures are notoriously difficult to pin down in the pub trade where retail prices vary enormously—sometimes even between one "round" and the next—but it is estimated about £77m goes on "mixers," things like tonic, bitter lemon and ginger ale.

The interesting thing, therefore, is that so many of the brewers have been content to accept the domination of Schweppes in this particular part of their business. For example, Scottish and Newcastle has an arrangement with Schweppes to supply its managed houses in the belief it is much more simple and economic to have a national distributor serve the managed houses direct. S. and N. has its own soft drinks business in John McKay of Newcastle which had a turnover of £500,000 last year and restricts its activities to the North East. The terms of the deal with Schweppes mean that McKay can only supply its own parent's managed houses with products which Schweppes cannot provide.

## Own businesses

In direct contrast to the S. and N. attitude is the position of at least two of the major brewers who have recently been busy building up their own national soft drink businesses.

The first case is that of Bass Harrington's offshoot, Canada Dry, which up to a couple of years ago seemed content to earn a steady living on the reputation of its unique ginger ale.

Following the merger of Bass Mitchell and Butlers with Harrington United Breweries, Canada Dry had a good base to begin new growth—13,000 Bass and off-licences selling out £50m of carbonated drinks between them. Although one of these outlets was tied for soft drinks, Canada

Dry as the own-brand product must have had the edge.

In recent months Canada Dry has concentrated on expansion by deliberately holding down "mixer" prices following increases by competitors last April of up to 26 per cent.

According to managing director Mr. Richard Griffiths, the company has gained "a great deal of business but it is hard to say whether the increased volume is producing more profit than would have been collected if the group had followed the competition and put up its trade.

But Mr. Griffiths is sure about the long-term benefits. Customers who used to take only ginger ale are now taking other "mixers" from the company and there is a fund of goodwill building up among retailers who are becoming much more price-conscious. Another sign that Canada Dry was not content to ignore large sections of its market came with the recent launch of its "extra" ginger ale, a "dry"—or some say "hot"—ginger ale to complement the "American" or sweater type on which the company built its reputation.

The most significant move by Canada Dry came about a year ago when it signalled its intention to move into the supermarkets and grocery outlets with its products. To do this it set up a marketing agreement with A. Wunder, makers of Ovaltine, which is acting as Canada Dry's agents in the grocery trade. Wunder claims to service every one of Britain's 100,000 or so grocery outlets but initially concentrated on launching four Canada Dry products through supermarket chains.

The second case concerns Whitbread, third-largest of the British brewers, which acquired the old-established Southern soft drinks business R. White and Sons in a £3m deal in April 1969, and then proceeded to merge it with the Rawlings subsidiary. Now called the Whitbread soft drinks division, the organisation is concentrating on marketing under just two main

brands. The "mixers," squashes and fruit juices are being sold under the Rawlings label while fizzy drinks go into R. White bottles.

Managing director Mr. John Loftus maintains: "We hope to see ourselves as one of Britain's major soft drinks concerns." Like Canada Dry, the Whitbread soft drinks business is attacking more than the licensed trade with its products. The R. White's drinks were well-established in the confectioners, newsagents and similar outlets before the brewers took them over and this trade has been built on.

The remaining equity is equally between them.

C and C really got off the ground in March, 1969, when Watney injected its Northern-based soft drinks companies into the group and opened up its 8,100 outlets to the C and C products. Mr. Peter Kewley, managing director, insists that C and C is run as an independent concern. Certainly it does not seem to operate as a junior partner to Schweppes even though it completely restricts its activities to the licensed trade where Mr. Kewley maintains it is the second-largest supplier.

After a spell during which it concentrated on building up distribution—it has 27 depots and five factories—and C and C came up recently with a new marketing approach. It is now selling its "mixers" and squashes under the "Club" brand name. In the autumn the first attempt at consumer advertising by C and C gets underway with a television campaign for the new brand, quite a big step for a soft drinks concern.

Finally we come to this question: What is Allied Breweries, second-largest of the British groups and famous for its aggressive brand marketing, doing in the soft drinks field? Superficially the answer might seem to be that it has one or two rather limited operations in this particular market with McPherson Minerals at Chelmsford and Minster, the Northern concern.

Watney's other soft drinks interests are mainly concentrated into the Cantrell and Cochrane consortium—consortium were a favourite method used by the brewers to get the maximum benefits from the fairly large turnover which must come through the involvement of a number of brewing companies. The Squires gin consortium is perhaps the best known example.

Where C and C differs from the rest is that the major shareholder is none other than Schweppes which has perhaps as much as 60 per cent of the pub "mixer" business under its own label. Schweppes has 42 per cent of C and C while Watney and Courage split

## Ready-made brands

It seems highly unlikely that Allied will ignore this lucrative field much longer and it has a ready-made list of brand names under which "mixers" and other soft drinks could be launched—names like Coates, Gaymers, Whiteways or Britvic. What seems clear, however, is that if Allied does enter the field then the brewers will be crowding the market just a little. As one retailer put it: "There might be room for two brands—but half a dozen? Certainly not."

# Bleak picture in the squash market

By BILL HORWOOD

The fruit squash market has come something of a bête noire in advertising and marketing circles. At a time when food manufacturers have been realising the full extent of the growth below-the-line promotion spending while media advertising has been standing still the squash market has been regarded by many as a classic case of what happens when too little is spent on brand advertising and too much on retailer allowances.

Certainly as a market it sends a pretty bleak picture. Brand loyalty is low, the market price dominated, innovation limited and 12 proprietary brands are fighting with an usually strong private label or fair shelf space, with the result that no brand has a market lead and the proprietary brand share range between 4 and 9 per cent. On top of what had been a reasonably healthy market with a rate of about 8 per cent, through the early and middle 1960s went into decline last year following the public row over cyclamate.

Even so the market might have escaped too much trade marketing comment had it not been for the publication by Television Consumer Audit, ITV companies' market research operation, at the end last year of a report on long-term consequences of below-the-line activity. This set in detail at promotional activity over the 1967-69 period in the squash, tonalpasta and fruit markets and suggested that of the three, fruit squash was the most severely hit by below-the-line spending.

Spending on retailer deals in the market was, it said, 10 times greater than that on advertising and the manufacturers had failed to keep an active role in their market use of this.

Even now Mr. Ron Gondwin, director of the Television Consumer Audit, sees no reason to fly the findings of the 1969 report. He says:

"The market and we've no new evidence to bring forward that makes me think the original report was mistaken. The lesson is quite simple and more recent studies of the instant coffee market and washing up liquid markets support this: unless the squash manufacturers alter the above- and below-the-line marketing mix in favour of more media spending their market will continue to be price dominated and suffer from weak brand loyalties."

## Complex factors

For the squash manufacturers (and with Beechams, Schweppes, Reckitt and Colman and Batchelors in the market they include some tough marketing operations) what has been particularly galling about the TCA report and subsequent discussion about it is the implication that they could have done better if they had tried harder. While there is no dispute about the sorry state of the market many of them believe that the weak position of the proprietary brands arises out of factors more complex than a simple above-the-line imbalance. Among these is, for example, the fact that squashes have a straightforward technology which makes private label entry easy.

Certainly the private label sector in squashes is, at about 35 per cent of the market, probably higher than in any other major grocery category. Many of the retail chains, notably Tesco, Sainsbury and the Co-op, now have shares of the national market which are significant relative to the proprietary brands. Indeed as one proprietary brand man says "nowadays no self respecting retailer really considers his arrival until he's put his own brand of squash on the market. It no longer makes any difference to housewives that the general quality of the product is much lower. What is important is that prices are 10 to 15 per cent lower with advertised brands."

Inevitably this is a situation where the proprietary brand manufacturers have had to keep prices as low as possible through retailer deals and consumer promotions. Indeed those that have not done so and kept a bigger portion of their appropriations above-the-line have suffered. Treetop, the Batchelors product, which has been at the premium end of the market ever since its national launch in 1965, has suffered more of the decline over the past eighteen months than the other proprietary brands. Mr. Gary Hardisty, Batchelors soft drinks brand manager, is in no doubt that a major reason for this has been its price, which has been a little higher than other brands.

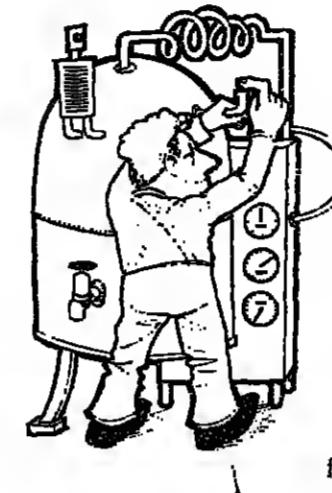
In Hardisty's view the premium priced brands have been most affected by the bad publicity surrounding the cyclamate ban at the end of 1969 because it meant that "whatever the true facts about quality housewives felt after that that premium brands were no better than any other squash on the market and so were unwilling to pay the higher prices." Batchelors has, in fact, been trying to bring the product more on a par with the market as a whole in price terms over the past few months, through retailer deals.

## Media spending

At the same time however Hardisty maintains firmly that he has no intention of reducing media spending on Treetop much below the £140,000 that was put behind the brand last year. This view, which differs very much from what might have been expected from the proprietary manufacturers on the basis of the TCA report, is also shared by Mr. Nick Clarke, soft drinks product manager at Reckitt and Colman and responsible for the Robinson label whose share has risen steadily over the past 18 months. This success says Mr. Clarke "is the result of maintaining a reasonable level of above the line spending at a time when most

# Sacrebleu! Qu'est-ce que c'est?

In 1970 Frenchmen consumed 300 million gallons of soft drinks. They also sank a lot of vin ordinaire. But it's their non-alcoholic imbibing that's interesting. It may be because they're very discriminating drinkers but certainly French regulations on flavour and quality are commendable, especially regarding natural emulsions. Emulsions are used to blend natural citrus oils into the soft drink and give a pleasing appearance. Only one fifth of one per cent of the drink is emulsion but when combined with fruit juice and sugar, the bottler has greater formulation flexibility. It's also a very economic proposition compared with ready-made compounds.



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## So bottlers can 'play safe' by using natural emulsions?

That is true, but the main reasons for using natural emulsions are their excellent clouding, stability and flavour-freshness retention properties.



## There must be disadvantages.

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No problem. Natural emulsions are surprisingly competitive in cost, and delivery from a company like 'Aromex' is usually 3/7 days. A wide range is available and emulsions can be adapted at short notice to meet special requirements.

## How many U.K. bottlers are now using natural emulsions?

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FRIDAY AUGUST 13 1971

## Bigger surplus than ever

THE TRADE account goes from strength to strength. Since April it has been in continuous surplus and the size of the surplus as grown steadily from month to month—£16m., £20m., £40m. and now £43m. The extent of this achievement must be augured by the fact that invisible earnings are bringing in about 50m. of foreign exchange every month, so that the overall balance of payments is in comfortable surplus provided that there is no more than a modest deficit on visible trade. When there is a visible surplus of the size we have been running lately, the overall surplus becomes very large indeed. The firmness of sterling in the exchange markets is clearly not the only to the weakness of the dollar.

### Rising exports

It would be a mistake, however, to assume that because the visible surplus has now been running at a rate of £30m. to £40m. for three months on end his figure can be taken as a reliable indication of the trend. To a large though indeterminate degree, the surpluses of the last few months are a counterpart of the first-quarter deficit caused by industrial disputes. Over the first seven months of the year as a whole, the surplus has averaged £5m. a month. This is a good deal better than at the same time in 1970, when the account was almost in balance, but it is a long way short of £30m. to £40m. The smaller figure is probably the better one to take.

Exports and imports both fell in July but imports fell slightly more. Over the first seven months of the year, imports have been running 4 per cent. higher than in the second half of 1970 with most of the increase coming in volume rather than price. Exports have been running 7 per cent. higher on average and it seems likely that, underneath the fluctuations, the trend has risen well. Exports, moreover, are now clearly rising in volume instead of only in price: the official estimate is that about half the total increase so far this

year has been due to higher volume.

This is a welcome development, since a rise in exports due only to price increases is likely to peter out before long. Sales to the sterling area so far this year have been running at a rate of 12 per cent. up on the second half of 1970, sales to North America at a rate of 10 per cent. up; the U.S. market, in particular, should remain buoyant in the months ahead. One reservation which must be made is that the strength of machinery exports at present is partly the result of a recovery in sales of large items like ships and aircraft, which fluctuate irregularly and partly of orders placed some time ago. Engineering orders for export have fallen since the middle of last year.

The major reservation which must be made about the future of the trade balance, however, is on the import side. Imports have risen quite fast since the middle of the year despite fairly steady prices and a low level of industrial activity. But import moves have recently begun to move up and the Chancellor has now taken measures by which he intends to get the economy growing at an annual rate of 4-4 per cent. The effect on the import bill could be marked, especially in cases where stocks of raw and semi-finished materials have to be built up.

### Deceptive

The present strength of the balance of payments is therefore largely deceptive. It is a result of the fact that industry is working well below capacity and consumer spending is flat; it will tend to disappear with these conditions. Britain has to solve satisfactorily the problem of combining full employment with a sound balance of foreign payments, and in the context of entry into the European Economic Community. If there is any advantage to be gained from currency realignments during the next few months, embarrassment about the immediate size of the payments surplus should not prevent us from taking it.

## Australian politics in crisis

THE DISMISSAL of Mr. John Gorton as Australian Defence Minister is a natural but unhappy sequel to the long series of earlier battles between leading members of the Australian Liberal Party. Mr. Gorton was Prime Minister for three years until March this year when he left office on a vote of no confidence within his own party. He was succeeded by Mr. William McMahon, a man who had made two earlier attempts on the premiership and who seemed to have the capacity and experience to dominate an Australian cabinet. But Mr. McMahon's six month term of office has been as stormy and as much beset by personal feuds as that of Mr. Gorton.

A Gorton supporter, Mr. Leslie Bury, became the victim of this situation when he was forced to resign as External Affairs Minister two weeks ago. More recently attention was diverted back to Mr. Gorton himself with the publication of a book on his premiership to which he replied with the first of a series of new-paper articles under the characteristic heading "I did it my way." Mr. McMahon called Mr. Gorton into his office yesterday and asked for his resignation on the grounds that the article had revealed cabinet secrets, and unfairly criticised other ministers. Mr. Gorton complied, with the promptitude which seems part of his political character.

### Latest clash

The depressing features of this latest clash between the two men are that no serious policy issue was at stake and that the Press played at least as large a part in bringing about Mr. Gorton's downfall as did Mr. McMahon himself. The Prime Minister hesitated for five days before deciding to act, and did so only in response to a sustained anti-Gorton campaign from some of the main Australian newspaper groups. His handling of the crisis has given the impression that the Liberal Party and its leaders are drifting towards impotence even in



# Ulster—the grim bequest

Arthur Sandles reports from Belfast, Thursday, on the disruption of everyday life, and how it is damaging chances of social and economic recovery

THE combined effects of the British Army and a slow, penetrating rain dampened Belfast down to day.

Things were showing signs of getting back to normal. Well, "normal" may not be the word that would be used in Manchester or Southampton. In the traffic jams of the Ulster capital you are likely to find yourself tucked behind an Army Land Rover with a paratrooper looking at you over a loaded rifle. The shops have their windows boarded over and the refugees—though Stormont would prefer not to hear that word—still leave for the South.

### "Ghost town"

#### WOTTY

What damage has all this done to the Northern Irish economy? The answer will not be known for months. But at the moment it seems pretty bad. Even though the troubles have been confined to certain areas of Belfast, the Bogside in Londonderry and a few other places like Newry, the ripples have spread far. Tourism has been severely affected, both in the North and in the Irish Republic, where a frustrated annoyance is obvious at the apparent implication that a great many people are not aware that the North and South are separate entities.

Ulster has a declared need to create an additional 8,000 jobs a year in order to make any sort of economic advance. At the moment, such a target is laughable. New industry is not coming to Northern Ireland and in some quarters there is doubt about whether or not it can be encouraged to do so in the near future. Yet although the chairman of the Chamber of Trade says "we are worried about Belfast

becoming a ghost town," most people are unwilling to commit themselves to anything resembling a pessimistic view.

The managing director of James Mackie, a company which makes textile machinery and was closed for three days this week reckons that "confidence will return in a couple of months. Business memories are short."

It is arguable, of course, that while this may be true, it is also the case that social memories can be long. People may be willing to put their money into Northern Ireland, but whether or not they will be eager to put their wives and families there remains to be seen.

In fact, it is only in specific areas, even now, that there is any real security problem. Vast areas of the country have been trouble-free. Even in the city centres there is often no sign of problems apart from the military vehicles and the boarded shop windows. At Harland and Wolff there was noticeable absenteeism among the 10,000 workers earlier this week, but this had dwindled to normal proportions yesterday as transportation returned to something like the usual and those still without buses organised private transport.

Most obviously hit have been the shopkeepers. In the Shankill Road and Divis Street, of course, a great deal of business has come to a grinding halt behind smashed windows. I stood a few hours ago, watching children and men emptying a burned-out pub in the Crumlin Road of the remains of its stock. No one made any effort to disguise the crates of beer as they made off with their loot.

Belfast's 500 city-centre traders have been asked to help in a survey to discover the percentage drop in sales this year

as a result of the troubles. Later this month the results of this survey, sponsored by the Belfast Chamber of Trade and analysed by accountants Wright Fitzsimons and Cameron, will be sent to the British Prime Minister.

Part from telling the U.K. Government precisely how badly Belfast trade has suffered, another aim is to let Belfast City Corporation know that further rate increases would be financially crippling. "We want more protection too for our premises; which are being used through explosions, to draw security forces away from troubled areas," said Mr. Alan Brown, president of the Chamber. "It has got to the stage where we don't know what we are coming down to in the mornings. We want to see the beat men back in the city centre, and in great numbers. Policemen checking doors could do much to put off the bombers."

To help deal with the immediate plight of both the traders and industry, the Government has introduced its new "instant assistance" finance scheme. Under this plan anyone who has been bombed or buried out will be able to borrow the cash to get going again until compensation is paid under normal arrangements.

Wreckage is everywhere

No one is really aware of how much damage is being done. Wreckage lies everywhere. "We cannot even start counting," say the Stormont Ministries. "Perhaps when things are a bit quieter, we will start to find out. At the moment, there are lots of small manufacturers and storekeepers who

simply start up somewhere else."

The Government has set up a register of available alternative business premises, but a lot of the people affected find somewhere by themselves.

The authorities say that the damage must amount to millions of pounds. One guess I heard of £250,000 worth of damage a day over the past week is probably a considerable under-estimate.

Houses have proved excellent material for bonfires and buses make quite good road blocks. Every day the local papers carry apologetic advertisements from food distributors and other suppliers saying that because their vehicles have been hijacked and destroyed, deliveries are not

the recommendation of the central Board of the Local Enterprise Development Unit. The Rural Industries Development Committee of the Northern Ireland Council of Social Services has dealt with about 1,000 companies during its ten-year life of helping small industry; it merged with the Development Unit earlier this year.

Both Stormont and Whitehall have little choice but to go for stability first. On to-day's show

with a large measure of success. At the time of writing the number of official deaths this week is 22, the real total could be much greater. The IRA may well be carrying away their own dead. In that their losses, including detainees, could be high indeed—certainly too high for the open warfare to carry on for very much longer. The question is whether once the street terrorists have been removed the army and police can prevent a return to widespread bombing and sabotage. Only several months of real calm will reassure potential investors.

## Week-end is the test

More immediately, everyone is looking to the weekend, which is generally seen as the big test of whether the interment policy has worked. The weekend does pass relatively peacefully then business in Northern Ireland can breath more freely.

The road to something like normality has to be pointed by the politicians of London, Dublin and Stormont. So it seems likely that even the damage to Ulster's investment potential may still not be permanent. But without a new peace on the streets some hope of a more stable political future, it could be.

## MEN AND MATTERS

### Bringing the pioneer back to airships

A major coup for the bring-back-the-airship lobby is the conversion of Sir Barnes Wallis, designer of the original R100 and Britain's greatest aircraft designer. Previously he had been very critical of efforts to design and build a new generation of airships. But now a major British oil company has made him an offer he cannot refuse.

Sir Barnes, who is 83 but still deeply involved in advanced aircraft design work, is to do a design study for the company for a large rigid airship of about 50m. cubic feet capacity and perhaps a speed of 100 knots, which would go up to, say, North Africa supported by hot air as the lifting medium, and then fill up with methane gas (which is half the weight of air) as the lifting medium for the return journey. This would be discharged in Britain, and the cycle repeated.

The beauty of this, from the point of view of the oil company, is that it avoids the expense of having to build a liquefaction plant at the site of the gas field—liquefaction being a necessary part of present methods of importing natural gas. If the airship idea works, it could also make economical small gas fields that are at present not viable propositions to tap.

Most other ideas for reviving the airship revolve around the use of them for freight purposes, using them to lift large loads over long distances. There is a Parliamentary Airships Group, chaired by Mr. Raymond Fletcher, MP, and an Airship Association of people and firms

interested in reviving this method of transport, which was abandoned after the airship disasters of the 1930s.

Some of the argument revolves around what type of airship to build—a fairly conventional one, or one relying on new materials. I understand that Sir Barnes may see his methane-import airship as a step to further uses.

### Cashing in

Mr. Dom Mintoff, Malta's Labour Prime Minister currently wrestling with Britain and NATO over the future of the island's naval base, has found a new saleable asset. When the 1,200 students return to the Royal University of Malta next October, they will find 700 Libyan students there as well. Col. Muammar Khedaffi's revolutionary regime in Libya will be footing the bill.

### The Joseph style

True to form, Mr. Maxwell Joseph turned up unheralded at yesterday's annual meeting of Truman Barbury Buxton, the brewers he hopes soon to control in spite of all the efforts of rival bidders Watney Mann. Unlike a number of other businessmen I could mention, he brought no entourage with him—just Margaret Noel, his right-hand-woman at Grand Metropolitan Hotels.

Joseph stepped out of a taxi unengaged by the 30 or so shop stewards who were picketing the meeting with the banners carrying messages like: "All the way with Maxie J." and "Best Bet, Grand Met." and anti-Watney slogans such as "Watney Red, Truman Dead," and "Don't bite the Pale Trail."

Two women employees banded out a statement giving "The Employee's Case," couched in such conservative and thoughtful language that someone suggested, tongue in cheek, that it must have been written by S. G. Warburg, Grand Met's financial advisers. Warburg later denied this, but admitted: "The banner slogans were certainly in our prose style."

### City's man for Sports Council

Our poor showing in the European Games is not the only subject of controversy in British athletics. The other is the new Sports Council (unveiled last week by Mr. Eldon Griffiths, with Dr. Roger Bannister as chairman) and how it will fit in with the Central Council for Physical Recreation. The idea is that the Sports Council will use the CCPR's staff and facilities as its executive machine, financing it with some of its £4m. budget while the rest goes in direct grants. But the CCPR has yet to decide whether this is what it wants, and a supplementary question is whether

Mr. Walter Winterbottom, general secretary of the CCPR, will accept his nomination as director of the new council.

The two City men on the CCPR who have already accepted jobs on the Sports Council are Mr. Laddie Lucas, of the G.R.A. Property Trust, and Mr. Robin Brook, chairman of the Ionian Bank and much else besides. Brook's view of the CCPR, as its treasurer, is that it is "in its own sphere a very efficient body." But he acknowledges that there must be a "shift of activity" for CCPR, even though there is a "risk of depreciating the voluntary element, while creating another

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Observer

# The prospects for cheap air travel

Michael Donne discusses Lufthansa's last-minute 'No' to an IATA fares package for the North Atlantic route

ALTHOUGH the North Atlantic airlines' Montreal fares conference was shattered late on Wednesday when it was almost on the verge of success in achieving a new fares plan for the route, there are still hopes that the scheduled airlines will be able to bring in cheaper travel from next April 1. Between now and next April 1 is a long time in air transport politics, and almost anything can happen between now and then. Although the possibility of a 'fares war' obviously cannot be ruled out, to suggest that it is certain to take place would be premature, to say the least.

## Bitterness

There are several reasons for this, despite the inevitable bitterness in air transport circles at the last-minute action of Lufthansa, the West German airline, in voting against a fares package that IATA says had already been broadly agreed to a principle and which was to have included a new, cheap Advanced Purchase Excursion (APEX) fare on the route. The Montreal conference, which had been in continuous session since the end of June, has now been formally closed, but the 'package' of fares agreed by the other 23 airlines directly involved will remain on the table until September 1, to give the only dissenter, Lufthansa, time to reconsider its decision.

The Lufthansa action in voting against the overall fares package at such a late stage in proceedings—after more than six weeks of intensive negotiations—has mystified many in air transport circles. They frankly admit that they do not see what advantage Lufthansa hopes to gain, when all other airlines involved have

decided, admittedly some of them rather reluctantly, to accept the basic package so painfully hammered out.

Lufthansa yesterday vigorously defended its decision not to go along with the Montreal proposals, and it made it clear that this was not because it felt the new APEX fare was too low—it has stroog ideas for cheap fares of its own—but it felt the entire "package" of Montreal fares would serve only to complicate further the already complex structure of North Atlantic rates when its avowed aim has always been to try to get that structure simplified.

Privately, there are probably a number of other North Atlantic airlines who feel the same way as Lufthansa, and it is possible that they may now either openly or tacitly side with that airline. But, in the voting at Montreal over the past two days, it is significant that these other potential dissenters thought it wiser to go along with the bigger airlines.

The result was that, while some of them did express dissatisfaction with some parts of the "package"—some wanted the new group inclusive tour and youth fares introduced this winter rather than next April—overall the other 23 airlines directly involved decided to vote in favour of the whole package rather than throw the situation wide open all over again.

It now seems clear that over the next three weeks, Lufthansa will be subjected to intense diplomatic pressures from other Governments, particularly in the U.K. and U.S., to change its mind. If it decides to do so, the "package" can still be unanimously adopted, and brought into effect from next

April 1. But if Lufthansa decides to continue with its objections (as yesterday its attitude appeared to be very firm) the package will be formally dropped by the International Air Transport Association, and an "open-rate" situation will officially prevail from next April 1, in which every airline on the route will be free to charge what it likes.

## Turning point

It is at that moment that the North Atlantic fares situation reaches its real turning point. For it seems clear that, having fought bitterly for over six weeks to achieve a package involving some radically cheaper scheduled fares on the route, the other airlines are not going to let them go. The other big operators such as BOAC, Air Canada, Pan American and Trans World, will be almost certain to decide among themselves to implement the fares already agreed in principle at Montreal—or at least to bring in from next April 1 fares that are not too removed from them.

BOAC, in particular, having originally pledged itself publicly to the introduction of a fare of about £75, London-New York return, and having given way a little at Montreal and approved the introduction of an APEX fare of around £83, is certain to go ahead with a fare somewhere between those two levels, even if it does not decide arbitrarily to go ahead with its original £75 fare proposal.

BOAC, in fact, would really have no alternative, for its own pressures for cheaper fares at the Montreal talks were not only dictated by its recognition of the need for cuts in order

to stimulate new traffic on the scheduled routes and to try to beat off charter competition, but also by pressure from the U.K. Government. It has become clear in recent weeks, even before it went to Montreal, BOAC was told by the Government that if it did not, or could

not, in favour of cut-rate charters, and that sooner or later it would be obliged to relax the rules governing their operations. The reason for this is, quite simply, that something like one-third of all passengers flying to and from the U.K. already travel on either charter flights or inclusive tours

airline on both sides of the Atlantic went to the Montreal conference at the end of June knowing what was in the U.K. Government's mind. This attitude strengthened BOAC's already firm decision at the talks to refuse to take 'no' for an answer in its bid for lower fares.

Throughout the conference, therefore, BOAC has pushed for cuts, and has been one of the airlines largely responsible for the decision to include the cheap APEX fare in the proposed new package.

At the same time, the U.S. Civil Aeronautics Board made it clear to the big U.S. scheduled airlines, Pan American and TWA, that it wanted to see cheaper scheduled fares on the North Atlantic. This resulted in a line-up at Montreal of Pan Am and TWA behind BOAC, with Air Canada also joining in.

charter competition are likely over the next few months to ensure that ultimately charter sense will prevail.

Accordingly, it does not seem likely that any massive "fare war" as such will ensue. While there might be some differences in the fares that each airline would offer in an "open rate" situation, past experience in other parts of the world has shown that these tend to be marginal—certainly, so far, on scheduled airlines has yet gone bankrupt because of the existence of an "open rate" situation. Nor would they be likely to do so on the North Atlantic, for such is the prestige of the route that governments would probably be prepared to come to the aid of their flag airlines.

## Pressures

But governments, by and large, do not like becoming embroiled in fares negotiations, and still less in fares controversies. They prefer to leave such things to the IATA itself, which is one of the best reasons for expecting the long-term continuation of that association—it is too convenient for it to be allowed to collapse.

Thus, while there will be undoubtedly political and diplomatic pressures on Lufthansa to come back into the North Atlantic fares package, it may well be left to the IATA and its member airlines, through discussions at chairman and chief executive level, to try to persuade a change of heart. A world-wide IATA fares conference is due to start in Miami in September, and it is probable that attempts will be made there to get Lufthansa to change its mind.

## Labour News

### Engineers may press for 30% increase

BY MICHAEL HAND, LABOUR CORRESPONDENT

MOVED by the CBI price's policy and appeals for wage restraint, engineering unions representing 2.5m. dual workers will begin to sue their first industry-wide claim for three years when they meet the employers in a night's time.

They made it clear at the final executive meeting of the Confederation of Shipbuilding and Engineering Unions here that the CBI's initiative had made no difference to demands.

#### alliance

Although the Confederation is disclosing how much it wants, Engineering Employers' Association could be faced with a sum of around 30 per cent, by the expressed ambitions of some of the individual unions. It will be the biggest lever so far to the Government's pay strategy.

On August 26 the Confederation will present the EEF with arguments in support of a

YORK, August 12. massive eight-point claim, headed by a demand for a "substantial" increase for all categories of workers and improvements on all minimum rates from January 1, when the present three-year deal expires and the skilled rate in engineering will stand at £19 for a 40-hour week.

The unions' "shopping list" also includes a 35-hour week, longer holidays with more pay, equal pay for women, improved lay-off pay and bigger overtime payments. They say the new agreement must include a clause stating that it is not legally binding and that there should be no productivity strings.

On September 15 the Confederation will meet the employers again to discuss the unions' plan to give three months' notice that they intend to cancel the industry's 50-year-old agreement governing the procedure for settling labour disputes. The Confederation is pulling out because it has been unable to agree with the employers on terms for a new procedure agreement.

### Postmen seek support against pay curbs

BY ROY ROGERS, LABOUR STAFF

A 100,000-strong Union of Clerical Workers is to try to financial and physical support from the TUC for unions that the Government's plan to restrict the level of rises in the public sector. It is contained in an amendment resolution on the agenda for TUC congress next month. The proposal would appear to be the TUC's back, by means of sympathetic strikes, at the Government and one of the public sector groups.

#### crimination

A TUC amendment to a motion from the National Union of Public Employees calling on the TUC to use its full resources to prevent public sector discrimination, including, if necessary, reclassification of financial and legal support for unions representing public sector pay decisions, such as those approved by the general pay strategy.

Attention to the Government's attempts to curb public sector pay settlements will be held today at a TUC conference of unions representing the public sector.

Announced following a recent meeting of leaders of unions

operating in nationalised industries, called by Sir Sidney Green, general secretary of the National Union of Railwaysmen, the meeting will consider how public sector pay claims can be co-ordinated to prevent unions being picked off one by one as they clash with the Government's pay strategy.

The public sector takes in such workers as human resources workers, Post Office employees, teachers, local authority workers, and employees of the Gas Council, Electricity Council and the British Steel Corporation.

More Labour News Page 24

### FISONS GIFT TO NATURE TRUST

The Cheshire Conservation Trust has accepted an offer by Fisons, the chemicals and pharmaceuticals group, of 20 acres at Danes Moss, Marlesfield, as an outright gift.

It is understood that the Trust, with advice from its own experts and the Nature Conservancy Council, intends to recreate the original heathland character of Danes Moss to conform as closely as possible to its 100-year record of the area. It is hoped that, in time, it will become a nature reserve of characteristic peatland plants and animals.

### SURVEYS NEXT WEEK

Monday, August 16 Tuesday, August 17 Saturday, August 21

## Northolt exhibition centre inquiry

BY HAROLD BOLTER, INDUSTRIAL CORRESPONDENT

A PUBLIC inquiry has been called by Mr. Peter Walker, Secretary of State for the Environment, into the Lyon group's planned development of a £21.5m. London exhibition centre near Northolt airport.

Announcing that he had called the project in for his own decision, Mr. Walker pointed out in a letter to the Greater London Council yesterday that there had been considerable local objection to the proposed development.

He explained that as the scheme was of more than local importance and as it involved a substantial departure from the approved development plan, in which the site is shown within the green belt, he felt that it was a planning application which he ought to decide himself.

Mr. Walker said that he would consider particularly whether the case for the centre was so strong that it justified the substantial departure it represented from the approved plan: the effect it would have on amenities of the area and on traffic using the

### UCS: unions may follow CAWU lead

BY MICHAEL HAND, LABOUR CORRESPONDENT

OTHER unions are expected to follow soon the unprecedented lead of the clerical workers in deciding to pay members at Upper Clyde Shipbuilders who decide to stay at their jobs in the yards after being made redundant.

Mr. Roy Grantham, general secretary of the 125,000-strong Clerical and Administrative Workers Union, canvassed support for this move when the national executive of the Confederation of Shipbuilding and Engineering Unions met here today. Afterwards he said: "I am confident other unions will follow suit."

CAWU members will receive the same as if they were on official strike—£4 a week—and this will be augmented by money coming in from voluntary collections.

The unions point out that if men join the "work-in" after being dismissed they will not qualify for redundancy pay unless they are unemployed beneficiari.

"We are fashioning a special tool to deal with a special problem," Mr. Grantham said. Some 500 CAWU members worked at UCS, about 50 of whom the union expects to lose their jobs in the first wave of redundancies.

**Prominent issue**

On Saturday, the national executive of the Left-wing Draughtsmen's and Allied Technicians Association (part of the Amalgamated Union of Engineering Workers) is expected to adopt a similar policy to CAWU's. The AUEW engineering section will make its decision next Tuesday.

This is the day on which the UCS unions will consider the TUC proposal that the Govern-

### NEW LEAFLET ON NORTHERN SE

THE Northern Stock Exchange has issued a new leaflet entitled "Make Me a Price" to clarify for new investors how business is transacted on the stock market. This leaflet, available free of charge, is the fourth in a series of publications produced by the Exchange to meet the demand for information about how the exchange works. It highlights the functions of the jobbers who are becoming increasingly important on the NSE.

Mr. Walker is expected to announce his decision on the Birmingham scheme for a £12.5m. national exhibition centre at Bickehill, Warwickshire, the rival project to Northolt, in October. A public inquiry into the Birmingham plan closed on June 25.

Both the London scheme and that for Birmingham are for exhibition centres covering 1m. square feet.

The Government has already indicated that it is prepared to provide up to £1.5m. towards the cost of the Birmingham scheme, which is sponsored by Birmingham Chamber of Commerce and Industry and Birmingham Corporation through a company called National Exhibition Centre.

The GLC has said that it will contribute up to £10m. towards the Lyon group's development at Northolt if it is approved by Mr. Walker.

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THE CLOSING DATE IS TUESDAY, 17th AUGUST, 1971

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## COMPANY NEWS + COMMENT

## Nottingham Manufacturing's profit growth

MANUFACTURERS OF hosiery, underwear, etc., The Nottingham Manufacturing Company reports an increased pre-tax profit of £504,000, against £2,158,000, for the half year to June 30, 1971. The figure for the year 1970 was £334,400.

Net profit for the half year was £502,000, (against £1,268,000, adjusted to reflect reductions in the rate of corporation tax).

Having regard to seasonal factors, sales and profit for the first six months are normally less than half of the second, the directors state.

The interim dividend is stepped up from 4 to 6 per cent. to reflect the disparity with the final. The 1970 total was 21 per cent.

## • comment

As usual Nottingham Manufacturing has produced some good half-time figures—up by a sixth this time—but has left the market to guess what lies behind them. However, given that last year's second half was only 3 per cent. up, being affected by the reorganisation of acquisitions, the latest results add up to an encouraging return to normal growth. With consumer spending so strong, and only some relatively poor figures to beat, the group has scope to do well in the second half. The main doubt about N.M. lies in its comparatively small share of the fast-growing double jersey and cut-and-sewn sector, which is a threat to the group's stronghold in fully fashioned knitwear. Orders booked years long at Bentley Engineering, the major supplier of knitting machinery, could have delayed efforts by N.M. to expand in jersey knitwear, but trade gossip has it that the group has got round this problem. If so, medium term prospects would be bolstered, and a prospective p.e. of 20 at 327p—assuming 16.73m. pre-tax this year against 13.82m.—would look reasonable.

Statement Page 25

## Evode holds its profit

MANUFACTURERS of adhesives, jointing compounds, etc., Evode Holdings is maintaining its interim dividend of 4 per cent. for the year to September 30, 1971. The 1969-70 final was 11 per cent.

Pre-tax profits in the 27 weeks to April 3, 1971, improved to £292,581 compared in £288,530 in the 1969-70 first half. Profit for all last year was £716,740.

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Despite the impact of the postal strike all divisions, with one exemption, showed improved results, the directors state. Due mainly to reserves and development expenditure into new fields, and delays in investment by industry, profits of the engineering division were reduced, to about half of those for the comparable period.

Current sales and profits in all divisions are showing a pattern similar to that of previous years, the engineering division having regained some of the ground lost.

## • comment

Although Evoke's 5 per cent. pre-tax profit increase appears steady and almost duplicates the performance in the corresponding period of 1969-70, this is not so. It is due to a postal strike, which delayed orders and despatch of finished products, and a setback in the engineering division which in 1969-70 was responsible for 10 per cent. of group turnover. However, indications are that the current six-months' profits will grow fast enough to allow the 12 per cent. rate of growth which, in the previous six years, is to be repeated in 1970-71. Rising costs are the prime worry but Evoke raised prices towards the end of 1969-70, and the CBI price curb pact should also help as far as raw material supplies are concerned. Evoke's ultimate strength lies in its diversity, its products being supplied to industries as diverse as building and ship-building. The share dropped 4% to 126p last night, but its prospective p.e. of 13.8 still reflects the belief that a seventh year of steady growth is in the offing.

REPORTING pre-tax profits up to £1,500m. against £1,285m. in the 24 weeks ended June 19, 1971, profits before tax of the Gala Cosmetic Group amounted to £886,000 compared with £281,000 in the corresponding period of 1970. For all that year, profits were £151,297.

The interim dividend is effectively cut from 31 per cent. to 4 per cent.—last year's final was 7% per cent.

Net profit for the first 24 weeks was £247,000 against £178,000 after tax of £139,000 (£103,000).

Sales and profits transferred with effect from June 23, 1970 to Gala by Smith and Nephew Associated Companies—the ultimate holding company.

The comparative sale and profit for 1970 also include the Nivea products.

## • comment

After six months Gala is up 37 per cent. pre-tax on a sales rise of 18 per cent. That is an impressive follow up to the 1970 performance when profits ran 18 per cent. ahead of forecast, excluding the contribution from Nivea. This year profits that were fully comparable and yesterday the shares gained another 3p to 61p for a rise of 56 per cent. since March. (a) When the 1970 accounts were published against a third by the market over the same period. That sort of strength was making Gala's rating look a trifle dizzy, but the 1971 six-months' outturn takes some emotion out of the situation for a past 12-months' p.e. of 18, fully fixed.

At the cosmetics level there are presently few guidelines by which to gauge the impact of any consumer upturn, but Gala's rating looks a trifle dizzy, but the 1971 six-months' outturn takes some emotion out of the situation for a past 12-months' p.e. of 18, fully fixed.

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Statement Page 8

## Liden's first half recovery

WHITEWOOD furniture manufacturers, timber importers, etc., Liden (Holdings), reports an improvement from £51,007 to £114,247 in first half profit and is paying an interim dividend of 3p per cent.

The figure was an interim for the year to November 30, 1970 but a final of 7% per cent. came from profits of £214,446, compared with a total of 28 per cent. for the previous year when profits were £215,069.

The half-year's net profit came out at £9,250 (£28,900), after tax of £43,097 (£24,017).

Dividends of £5.597 have been waived by the Chairman and his wife.

## • comment

Liden's 1969-70 second-half recovery has spilled over on to the current year with reorganisation effects still the driving force for six-month sales were static. The group's reshuffle (completed July 1970), has seen a tighter production focus, a furniture range down from 200 to 205 items, and a reduction of at least a tenth in the workforce. At the same time, there is a growing swing on the timber side towards service trading with Liden's docking, storage and kilning facilities at the disposal of other timber merchants. However, the current half starts to compare directly with a like

REPORTING pre-tax profits up to £124,997 to £207,028 for the year to April 30, 1971, the directors of Houchin are lifting the dividend by 1 per cent. to 16 per cent.

At halfway profits were showing a rise from £27,593 to £22,447, and it was hoped to maintain the improved trend.

The year's results include profits of Air Transport Charter from October 1, 1970 to April 30, 1971, amounting to £15,296. Dividend for the year has been waived on 978,129 Ordinary shares.

There was a trading profit of £177,000, compared with a £175,000 loss, and the directors expect the improvement shown will be maintained during the remainder of the year.

But, in the light of the present need to build up reserves, it is not anticipated they will recommend any dividend in respect of 1971. The last payment was the 3 per cent. dividend for 1969-70.

In June last, the directors recalled the reference made in their last report to the increase in profitability expected to result from efforts being made to streamline the organisation and to effect economies, and said the trend of results for the first six months indicated favourable progress.

As announced, the next accounts will include the group's share of earnings from associated companies, instead of taking into account only the dividends actually received, and will cover 15 months to December 31, 1971.

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# GKN first half slip: interim held

ALTHOUGH first half net attributable profits from Guest Keen and Nettlefolds have contracted from £11.5m. to £10.25m., the directors are "in no sense pessimistic".

They believe that the second half should be better than the first, but still regard it as imprudent to make a firm forecast of a further improvement upon the record achieved in 1970.

The interim dividend is held at 3.75p per £1 share: the 1970 final was 9p.

A significant change affecting the first half comparison of results arises because, since the beginning of the current year, the group's interest in Uni-Cardin has increased from 5.3 per cent to 58.7 per cent in Personnel Corporation £1.81 from 33.8 per cent to 100 per cent. In Bowring & Scott Italia from 50 per cent to 100 per cent, and they have now been treated as subsidiaries.

For the first half of 1971 their total turnover and profits at each are included in consolidated profit outside holding in respect of the year being eliminated. In effect, in 1970, as they were associated companies throughout, they were included in group results only from the profit before tax stage. Ignoring this change and on a comparable basis, group earnings

have shown improvement over the last half of 1970 and similarly "may not be regarded as unsatisfactory" in relation to the good figures for the first half of that year.

First half Year  
1971 1970  
Turnover 222.36 228.05 1970  
U.K. 215.72 200.45 1970  
Overseas 18.64 28.63 1970  
Trading surplus 15.12 26.29 1970  
Overseas 7.98 6.12 1970  
Other income 0.37 0.32 1970  
Attributable 18.28 21.57 1970  
After depreciation 118.35 17.51m. 1970  
and £14.5m. + Debits.

In view of the circumstances at hand, the directors regard as encouraging the fact that the group, which is materially better than for the last half of 1970 and comparable with the "excellent result" recorded for the first half of that year. However, profit before tax as influenced by increased interest charges was lower than in the first half of 1970, but higher than in the second half.

Overseas companies, which were subsidiaries throughout 1970, generally and viewed as a whole, improved upon previous year

performance. The other overseas companies, now subsidiaries have also operated satisfactorily.

Profit less losses of associates due partly to the change in accounting treatment, but principally due to a substantial down-turn at John Lysaght (Australia). Its results reflect a continuance of the reduced demand manifest during the latter part of 1970; uneven raw material supplies, cost increases, retarded selling price increases and expenditure associated with the new development at Westerport.

In contemplating U.K. prospects, the directors welcome the action recently taken by the Government to stimulate demand.

However, it may be optimistic to assume that the group will benefit to any significant degree during the remainder of the year. Industrial relations must still be regarded as an unpredictable hazard.

Overseas, the expectation is that the subsidiaries will generally maintain their level of profitability. In the case of Lysaght (Australia) selling prices have been increased but this is unlikely to reflect any significant improvement in trading results in the shorter term.

See Lex

## MINING NEWS

# Wolfram slide hits Beralit profits

BY KENNETH MARSTON

HALF-YEAR net profits of Beralit Tin and Wolfram have fallen sharply to £245,128 from £544,451 in the first six months of last year when the total reached £1m. This halving in profits came with continuing capital expenditure which has temporarily exhausted the company's cash resources and thus no interim dividend is being declared this year there was a payment of 7.75p in 1969.

The reversal in the Portuguese mine's fortunes is in line with the downturn that has come about in the market for wolfram: the current price of £6-£18 per metric ton unit of wolfram compares with the average of £27.53 obtained by Beralit in 1970. Not only has profit been belied by the company's plans to build a larger output of wolfram, tin and copper concentrates which has reflected difficulties in achieving the desired labour and machine efficiency coupled with some decrease in ore grades.

Still uncertain  
No improvement is expected in world ore prices for a few months and Beralit says that in view of the current uncertainties as to prices and demand it is not possible to forecast the outcome of operations for the full year. Looking further ahead, however, some wolfram market observers feel that there is a good chance of recovery next year provided that there is a pick-up in the U.S. economy.

In the share market yesterday some buyers were caught on the wrong foot by the latest results when, after having moved up to 24p, the shares dropped back to close with a loss on balance of 7p to 18p. A 4.4 per cent stake in the company is held by Charter Consolidated.

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## MISCELLANY

Surface specimens from Mount Arthur Molybdenum's prospect in the Concourse-Kuridai area of Queensland have assayed 14 per cent cobalt and 5.1 per cent copper.

Bridge Oil is to drill at depth for copper at its Confield and Sunday Wells prospects in Copley, South Australia.

North Deborah and Lefroy Minerals report that geophysical investigation of their Jaurdi claims at Coolgardie suggests a possible occurrence of sulphides at a depth of 200 to 500 feet beneath two anomalous zones.

Answering questions, Colonel Raby said that reports of a connection between UGI and North American Rockwell were not true.

UGI had connections with Rockwell Manufacturing, which held options until May next year to increase its holding in UGI up to 35 per cent.

On its own statement yesterday, N-G had made an offer for Teddington at a price which approximated the net book value of its assets, after providing for relocation expenses. Since long-term viability in aircraft industry could not be seen, Teddington's the Board had accepted. Of the purchase price, £500,000 is to be paid on signing of contracts and the balance in September 1972.

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## INTERNATIONAL COMPANY NEWS + EURO MARKETS

## Burmah in merger deal to increase Australian role

BY ADRIAN HAMILTON

**BURMAH OIL** is to increase its exploration interests in the North-West Shelf of Australia—where it has recently made two promising discoveries of gas—through a merger of its subsidiary, BOC of Australia, with Woodside Oil and Mid-Eastern Oil, two of its partners on the concession.

The merger, which is to be effected through a share exchange deal and is dependent on majority shareholder consent, will effectively give Burmah a majority control of just over 50 per cent. in the merged company, Woodside-Burmah Oil. This, in turn, will take a total 30 per cent. share in the concession consortium, which numbers Shell and B.P. among its other partners.

From Burmah's point of view, the development, coming on top of a series of complicated share deals, will not increase its exploration interests in other parts of Australia, comes at a time when it is eagerly searching to expand its role as a major integrated oil company, and may well give it the chance to do public.

From the point of view of the other two companies involved, they are both at some distance from the shore, and clearly require considerable expense before full assessment and possible development is undertaken.

Announcing the news in Melbourne yesterday, Mr. J. G. Donaldson, chairman of Woodside and chairman-designate of the merged group, said that the pro-

posed Woodside-Burmah company would be able to speed \$425m. before making any call on Australian shareholders.

The link with Burmah, he argued, would give the company borrowing power in the Euro-dollar market and would "take a lot of the weight off Australian shareholders' pockets," while allowing them to keep their equity in any find.

Under the terms proposed, the three companies would become subsidiaries through a share exchange of Woodside-Burmah Oil, which would be established with nominal capital of \$4100m. in 200m. shares of 50 cents each.

Initially, 120m. shares would be issued on the basis that one fully-paid 50-cent share in Burmah-Woodside would be offered for each fully-paid 30-cent-paid share in the new company, for every 30-cent-paid Woodside share making a total 35m. shares.

The new company would also offer four of its fully-paid shares for five fully-paid Mid-Eastern shares and four new 30-cent-paid shares for five 25-cent-paid Mid-Eastern shares, making a total of 24.24m. shares.

Contributing shares in the new company would be offered in exchange for the whole of the issued capital of BOC of Australia.

Woodside and Mid-Eastern, at present both own shares in each other, and Burmah has agreed to buy out these shares, totalling 4m. fully-paid and 2m. 25-cent-paid contributions to be held by Woodside in Mid-Eastern, and the 20m. fully paid and 20m. 30-cent-paid shares held by Mid-Eastern by Woodside—at a cost of about \$410m.

This, coupled with Burmah's

existing holdings in Woodside, will effectively give the company a majority share in Woodside-Burmah.

The offer, which will be formally notified to shareholders as soon as possible, would be conditional on acceptance by holders of at least 51 per cent. of the three companies concerned and subject to the necessary Government and other consents being obtained.

## ZAMBIAN IMPORT-EXPORT CONCERN

By Our Own Correspondent

LUSAKA, August 12. FINDECO, Zambia's State corporation controlling the State portfolio in insurance, building societies, banking and other financial holdings, is entering the import/export business. Findeco

has established a Zambian company called All Countries Exports 1971, with a K5m. nominal capital. This follows the Findeco takeover of a U.K.-based subsidiary of

Zambian Eagle Developments (ZED), which had previously taken over from the Crown Agents major portion of

Zambian Government supplies.

The formation of the new Findeco concern, which will no doubt take an even larger share of the ZED subsidiary in April when it was placed in the hands of the Zambian Government receiver. Its

main task will be to offer a wide range of Zambian Government business, comes after the failure of the

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## COMPANY NEWS

## Improved return for H. J. Heinz

IN RAISING both sales and profits by satisfactory amounts in the year ended April 24, 1971, the H. J. Heinz Company demonstrated its ability to succeed under difficulties.

Chairman Mr. Henry Heinz says the return on capital was further improved and was again "comfortably ahead" of the industry average.

Heinz-labelled products at home and overseas, and the products of subsidiaries all contributed to a 5 per cent. group sales increase, from £14.4m. to £19.04m., confirming the company's long record of uninterrupted progress. Market leadership was maintained in 12 major categories, in 10 of which shares ranged from 50 per cent. to 90 per cent.

Exports at £3.84m. were over 15 per cent. ahead, and reflected the intensive marketing activities undertaken, particularly in Scandinavia, eastern Europe, Africa and the Middle East.

Exports at £3.84m. were over 15 per cent. ahead, and reflected the intensive marketing activities undertaken, particularly in Scandinavia, eastern Europe, Africa and the Middle East.

These measures helped to reduce the effect of snowballing costs, but prices had to be raised, says Mr. Heinz.

W. Dartington and Sons, the Suessie mushroom grower, had another excellent year and a joint development company, Steralcon

Food Products, was formed with the Swiss Aluminium Company (Alusuisse) to explore and exploit the use of aluminium packaging in the food industry.

The company has also been watching the growth of "retail" catering, and plans to open its first restaurant shortly to gain experience of this development.

To maintain a vigorous product range, 16 slower selling varieties were discontinued, but 23 new varieties were added to existing retail ranges.

Additions to fixed assets net of disposals amounted to £1.5m. The company's new warehouse and sales offices at Edgbaston, Birmingham, and Standish factories for salad cream, mayonnaise, tomato ketchup and ideal sauce equipment for the modern techniques in mushroom growing and pickling at Darlington; and at Colchester new storage sites for fruit, milk, while to handle up to 80,000 gallons.

On the future, the chairman stresses that it becomes progressively more difficult for the industry to operate profitably, yet an adequate return on capital is essential if productivity is to be improved. He is confident however, that the British food manufacturing industry, already highly efficient and now actively investigating a range of innovative technologies, will continue to go forward.

Meeting, Hayes (Middlesex), September 16 at 12.30 p.m. Chairman's Statement Page 19

## Lewis Partnership ahead

IR BERNARD MILLER, chairman of The John Lewis Partnership, reporting a sales increase of £361,000 and a rise in trading profit of £32,000 to £3,877,000 in estimated results for the first half ended July 31, 1971, forecasts a satisfactory increase in turnover in the second half.

In spite of the adverse factors publishing the results a week earlier than usual "to enable us to see more accurately the losses that will result from the recent increase tax cuts," both increases are nearly 18 per cent. up on the previous corresponding period.

The Government's recent measures to increase consumer money spending should also help in reaching a satisfactory turnover for the year, he points out.

We are, however, faced with continuation of the formidable increases in all our costs, and particularly remuneration, which we successfully carried in the first half year, but which may be unlikely that in the second half the full increase will be reflected in our results," Sir Bernard adds.

Interest costs rose, but there is a reduction in corporation tax profits needed to pay preference dividends so that a very large proportion of the additional trading profit went to improve surplus available for profit and, subject to further for reserves.

Mr. Miller adds, "The results which is not until the results for the year are known, increased in £1,747,000 to £2,439,000, a 23 per cent. the chairman adds.

Within the total sales increase £3.5m., department store sales, levied with roughly the same sum of space, rose by £4.6m. £3.5m., but in its case up half of the increase is attributable to additional selling in wholesale and manufacturing sales increased by £43,000 (£1,000). In the second half year we are seeing for an increase of a 2 per cent. in department store sales but we should be content with an increase less than 12 per cent." Sir John adds.

further substantial rise in sales is expected as new

supermarkets are opened and those which began trading in the past year or so become fully profitable.

Half-year results:

Department stores, etc.	2,000,000
Supermarkets	42,000,000
Total turnover	14,075,000
Trading profit	3,877,000
Preference dividends	650,000

\* After depreciation but before interest. Available for profit sharing and, subject to further tax, for reserves.

Statement Page 23

## Y. J. Lovell first half profit

BUILDING contractors and estate developers Y. J. Lovell (Holdings) made a pre-tax profit of £133,000 in the six months to March 31, 1971, compared with a loss of £96,000 in the first half of the previous year.

Managing director, Mr. E. W. Segrove says the Board expects that for the full year to September 30, 1971, group profit will show "a satisfactory improvement" over the previous year's £257,533 at the pre-tax level.

In the half-year, increased profits have accrued in the two principal divisions, construction and developments, while the timber division has shown a marked improvement. Due provision has been made for losses of £103,000 on the Portsmouth housing contract.

In his annual statement in March, Mr. Segrove said there were indications of a further advance in profitability in the current year. Last year there was a single, year-end dividend of 10 per cent.

Of the half-year profit, contracting and allied trades contributed £11,700,000 and timber group £16,000. In the six months to March 31, 1970, contracting and allied trades reported a £108,000 loss and a £33,867 profit for the year 1969-70. Timber group figures were £57,000 loss and £18,454 loss respectively.

Statement Page 23

## Coral below forecast

UP TURNOVER for the half-year to June 30, 1971, of J. Coral (Properties) (Mark Lane) 10, excluding the results of Coral and its subsidiaries, increased to £16,244,000, compared £12,400,000 for the corresponding period a year earlier, pre-tax profit was up from £60,100 to £57,057.

Mr. Lane, chairman, says over the last four weeks of 2 months margins were poor, but resulted in a higher turnover than anticipated on which betting duty was payable.

A result was that the profit was at £1.2m. figure for the half-year to June 30, 1971, was £1.2m. for the year to June 30, 1970, amounted to £1.2m. and a profit to £845,246, against market forecast of £925,000 compared with £883,741 for previous year. Second-half was £135,530 (£137,755 plus £3 arising on a change in trading basis in respect of the tax on betting duty).

Directors also refer to the margins of the last few months of the period.

A financial year of the company will end in December year. Payment of an interim dividend will be considered at the end of the period.

interpretation of Mark Lane J. Coral is proceeding finely and the Board is confident the future. Turnover is to increase in both areas.

Mark Lane and Coral combined are operating 90 licensed betting offices. Their negotiations are in progress and contracts have been signed for acquisition of 12 offices of Russell Agents, a West Country firm, and the offices of T. B. Marshall in W. With other acquisitions to completion 473 offices

should be in operation by the end of the year, the directors state.

Consideration for Russell Agents and its subsidiaries, invested to £16,244,000, compared £12,400,000 for the corresponding period a year earlier, pre-tax profit was up from £60,100 to £57,057.

Mr. Edwards, the chairman, in a letter to shareholders.

At the same time he discloses that a current revaluation of properties, although not yet completed, is likely to throw up a surplus of some £1,200,000 on the current bank balance of £1.35m.

These projections form part of the argument by the Westminster Board against a 10p a share cash offer, subsequently withdrawn by property man, Mr. David Lewis.

Mr. Edwards tells holders that the profit forecast has been confirmed by auditors and that it is intended to recommend a final dividend that will be between 1.5 per cent. and 1.75 per cent. 1.5 per cent. is the current bank balance of £1.35m.

A profit rise from £141,000, pre-tax, to not less than £233,000 for Westminster in the year to September 30, 1971, is forecast by Mr. R. A. G. Edwards, the chairman, in a letter to shareholders.

At the same time he discloses that a current revaluation of properties, although not yet completed, is likely to throw up a surplus of some £1,200,000 on the current bank balance of £1.35m.

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# The Property Market

BY MICHAEL O'HALLORAN

## Maidstone says yes to Argyle Securities

ALTHOUGH an office development permit is a barrier still to be crossed, Argyle Securities has at least won informal permission from Maidstone council for its £9m. central area scheme which includes more than 300,000 square feet of office space. Considering the importance of this project, I do not expect the permit to be too much of a problem, particularly as there are substantiated rumours of a major company wanting to take the entire accommodation. Unless there are any unforeseen problems, this project should soon be listed as one of Argyle's most exciting and successful developments.

Negotiations for the 70,000 square feet department store within the complex are well advanced, and the 35,000 square feet supermarket is under offer. As the scheme was officially announced only a few weeks ago, it seems fairly safe to predict a full house by opening date. And a substantial return.

Argyle's town centre ambitions have also received a further boost this week—the company has both Councillor and Land and House for the right to redevelop a central part of Ramsgate. The project will include 32,000 square feet of offices, a supermarket (again under offer), shops, an hotel, and a new bus station. It should be quite a fillip for Ramsgate, probably helping to create more interest in the 44-acre industrial estate which Arrowcroft is developing in conjunction with the local authority. This estate should soon be announcing its first tenants, for five out of six small pilot units have been reserved. And negotiations are nearing completion for a further 50,000 square feet.

The industrial scene is also an active one for Argyle. First, the company is about to start work on its 14-acre estate in Norwell. Secondly, it has just applied for planning permission in respect of 21 acres at High Wycombe—an area of high demand at the present time.

### Revaluation argument

I am not at all happy about the beginnings of a trend towards property company revaluations on the MEPC defence basis—that is, valuing future developments as if they were in fact completed assets. This technique may be justified in a 'bit' situation, but I certainly cannot support its introduction to everyday use. The figures which this type of calculation produce might be misleading, but they could be innocently misleading. Or, at most, deliberately weighted to produce a slanted picture. It is a system too easily abused.

Valuation is an inexact science

at the best of times, but figures produced on the traditional basis can at least be taken as a reliable guide. In my opinion, the sums thrown up by the new method anticipate what should not be anticipated in the market—market conditions, building costs, overheads, financing costs, even politics, etc., for many years ahead. To put it bluntly, it is speculation. Unless both financing and pre-letting have been arranged, the calculation is based upon a series of uncertainties.

What could be done with the figures if the revaluation was undertaken by an over-optimistic Board, rather than external professional advisers? With a few large long-term projects included in the total, it might be a decade or more before any major mistake became easy to detect.

Profit forecasts by trading companies are limited by the Stock Exchange. I think that it would be a wise precaution for revaluations also to be governed by a time scale. The argument that this restricts the desired flow of information to shareholders really does not hold water.

Town and City, a company for which I have a great regard, has recently revalued on the new basis, and several smaller groups are about to follow suit. With respect, I think that they are wrong to do so. Although their intentions cannot be questioned, I feel that they are setting dangerous precedents.

Paris property circles report that Hammers Bov has signed a particularly good office deal in Avenue Marceau. Although the block is subject to a very short leaseback on favourable terms, it will eventually represent an interesting renovation prospect. I suspect that Herring Daw and Manners are involved here. Looking farther afield, Gabriel Harrison was out in Canada for the good of his health before he came winging back last week in time for the Edger offer document. From what I hear, he has added another large office block to the two which Amalgamated already own in Toronto.

### CUT AND ABOUT

The London market still holds steady, though it has not been an exciting week for news. No figures have been disclosed, but observers say that stockbrokers W. L. Carr Sons and Co. offered more than £120,000 to win the tender for 21,000 square feet at Ocean House, Little Trinity Lane. This is the space which attracted several tenders at the full asking price when Chamberlain and Willows originally offered it at £88,000. The victors were advised by Herring Daw and Manners. • Kent is kind to Langscope—

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## Auction Sale

AT THE LONDON AUCTION MART

WEDNESDAY 15th SEPTEMBER 1971-3pm

(Unless previously sold)

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80/82 High Street  
**EALING**  
8 New Broadway  
**HASTINGS**  
5a, 5b Queens Road  
**NORTH SHIELDS**  
17/18 Saville Street West  
**RUISLIP**  
16 High Street  
**VIEWESLEY**  
128 High Street

Tenants include: Tesco Stores Ltd, F. W. Woolworth & Co Ltd, John Temple Ltd, George Mence Smith Ltd, Williams Brothers Direct Supply Stores Ltd, etc.

Producing £23,400 per annum

### VALUABLE REVERSIONS FROM 1978

### FREEHOLD SHOP & OFFICE INVESTMENTS

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26, 28/30 & 34/36 Bridge Street  
3/9 & 15/19 Rylands Street

Prominent corner location at junction of the principal retail thoroughfare. Two modern retail stores with two floors of offices and showrooms and two shops.

Frontage to:

Bridge Street 80/82, 26, to Rylands Street 135ft. 9ins.

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**NOTTINGHAM**  
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### EXCEPTIONAL REVERSIONS FROM 1973

### FREEHOLD VACANT POSSESSION

**ABERDEEN**  
123 High Street

Freehold in fine multiple trading location. Close to F. W. Woolworth & Co Ltd, Littlewoods Mail Order Stores Ltd, Boots the Chemist Ltd, etc.

Frontage 21ft Net floor area 2,500 sq ft Depth 77ft 6ins

**SOUTHEND-ON-SEA**  
70 High Street

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## Overseas buys

Paris property circles report that Hammers Bov has signed a particularly good office deal in Avenue Marceau. Although the block is subject to a very short leaseback on favourable terms, it will eventually represent an interesting renovation prospect. I suspect that Herring Daw and Manners are involved here. Looking farther afield, Gabriel Harrison was out in Canada for the good of his health before he came winging back last week in time for the Edger offer document. From what I hear, he has added another large office block to the two which Amalgamated already own in Toronto.

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Paris property circles report that Hammers

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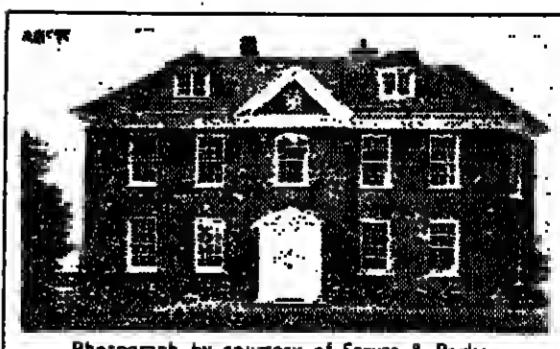
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The Financial Times,  
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## APPOINTMENTS

Chairman change  
at Greene King

Sir Hugh Greene

Sir Hugh Greene has been appointed chairman of GREENE KING AND SONS, in succession to Mr. J. H. A. Clarke who will relinquish the chairmanship in November.

Sir Hugh was elected to the Board in 1964. He was director general of the BBC from 1960-1969. Mr. Clarke joined the Board in 1934 and was managing director for 24 years until 1969, when he became chairman. He will remain a member of the Board.

Mr. Vaughan Thrusby-Pelham has been appointed to the Board of the ZOCKROLL GROUP as financial director.

Mr. John Skersmith has been appointed director of HONEYWELL test systems division, Hemel Hempstead. He has been divisional manager since 1968.

Mr. Martyn E. Webb has joined the Board of AMECCO (PLANT).

Mr. W. Johnston, a director of County Bank, has been appointed deputy head of the investment division of NATIONAL WESTMINSTER BANK.

Mr. H. K. Oxley, manager of the Westminster Foreign Bank's branch in Brussels since 1962, has been promoted to the new post of regional general manager for Belgium.

Mr. Fred Wickstead, director of production and supply operations, Rank Xerox, has been appointed vice-president of manufacturing and logistics from September 1, for XEROX CORPORATION, the U.S. parent.

Mr. D. R. Portman, who has been Mr. Wickstead's deputy director, has been made director of the production and supply operations division of Rank Xerox from the same date.

Mr. C. E. Wilkinson has joined the Board of HYDRAULIC SERVICES (CHESTERFIELD), a member of the Boddy Industries Group.

Mr. Paul A. Davies has been appointed a director and general manager of J. SAVILLE GORDON (TUBES AND FITTINGS).

Mr. L. J. C. Street has been appointed commercial director of PERRY BARRY METAL COMPANY (Birminghams Group).

Mr. R. P. d'Ambrumont has been appointed a director and deputy chairman of NORMAN AND FRIZZELL MOTOR AND TRAILER.

Mr. David G. Bury, secretary, accountant: Mr. Alexander S. Fisher, works manager; and Mr. Leslie J. Kent, general sales.

See Page 6

## ON THE BUSES' SMASH HIT

"On the Buses," a film based on the TV show, has broken box office records during its first week on general release. It has grossed more than £100,000 in five days.

## THE GRIQUALAND EXPLORATION AND FINANCE COMPANY LIMITED

(Incorporated in England)

## SCHEME OF ARRANGEMENT UNDER SECTION 206 OF THE UNITED KINGDOM COMPANIES ACT, 1948

## CIRCULAR TO SHAREHOLDERS

1. At the meeting of shareholders convened by the High Court of Justice in England and at the Extraordinary General Meeting of the Company held on 27th May, 1971, resolutions were passed approving, without modification, the Scheme of Arrangement between the Company and its shareholders set out in the Company's circular dated 30th April, 1971.

2. The Scheme was approved by the High Court of Justice in England on 12th July, 1971, and it is proposed that the court order will be registered with the Registrar of Companies in England on Tuesday 31st August, 1971. Consequently, the Scheme will become operative on that day.

3. The Supreme Court of the Republic of South Africa has made an Order under section 203 of the South African Companies Act, 1926 (as amended) vesting in the new South African public company, The Griqualand Exploration and Finance Company Limited ("Gefsa"), with effect from the operative date, the whole of the undertaking and assets of the Company.

4. On 31st August, 1971 the name of the Company will be changed to The Griqualand Exploration and Finance Company (U.K.) Limited.

5. Pursuant to the terms of the Scheme the existing shares of the Company having a nominal value of 12½ pence each will be replaced by shares of a nominal value of 25 pence each in Gefsa, which will be allotted to shareholders of the Company registered at the date of business on 30th August, 1971 on the basis of a new share for each share held in the Company.

6. It is not intended to call in existing share certificates for replacement by new certificates. New shares in Gefsa will be created for all purposes as certificates for the equivalent number of shares in Gefsa and will constitute "good delivery" on both the Johannesburg stock exchange and the stock exchange London. However, new certificates relating to the Gefsa shares will be issued on request or in respect of transfers of shares registered on and after 31st August, 1971.

7. Permission will be sought to deal in and for quotation for the shares of Gefsa on the Stock Exchange, London, and application will be made for a primary listing of those securities on the Johannesburg Stock Exchange, in both cases with effect from 31st August, 1971.

8. With effect from 31st August, 1971, the principal and branch registers of Gefsa will be kept respectively at the transfer office of Gefsa as follows:

In South Africa:  
Gefsa Consolidated Share Registrars Limited,  
62 Marshall Street,  
JOHANNESBURG.

In the United Kingdom:  
Charter Consolidated Limited,  
Kent House,  
Station Road,  
ASHFORD, KENT.

9. Existing certificates for the Company's shares which bear an endorsement stating that the shares are transferable on a particular register, will, after 31st August 1971, be accepted for registration of transfer at either of the above transfer offices.

10. Dividends on Gefsa's shares will be declared and paid in the currency of the Republic of South Africa, but payment from United Kingdom currency calculated by reference to the rate of exchange ruling on a date to be determined by the Directors of Gefsa at a rate not materially different therefrom.

11. Dividend payments made to non-residents of the Republic of South Africa (as defined by the South African Exchange Control regulations) will be subject to deduction of the appropriate rate of South African non-resident shareholders' tax. Dividend payments made by the United Kingdom transfer office to shareholders or their agents in the United Kingdom will be subject to deduction of United Kingdom Income Tax at the reduced rate applicable.

12. Subject to any relevant Exchange Control restrictions, all mandates in force immediately before the Scheme becomes operative relating to the payment of dividends on the Company's shares, will until revoked be deemed to remain in force in relation to dividends on the Gefsa shares.

13. Notice is hereby given that the transfer registers and registers of members in respect of the Company's shares will be closed at the close of business on 30th August, 1971, and that shares in respect of the Gefsa shares will be opened on 31st August, 1971.

By Order of the Board

GENERAL MINING AND FINANCE CORPORATION LIMITED  
General Mining Building,  
6 Hollard Street,  
Johannesburg,  
10th August, 1971.

U.K. Registrars and  
Transfer Office:  
Charter Consolidated Limited,  
Kent House, St. Leon Road,  
ASHFORD, KENT,  
England

## Lucas pay offer rejected

BY ROY ROGERS, LABOUR STAFF

PAY OFFERS of between 7 and 8 per cent for Joseph Lucas clerical workers and foremen have been rejected by their unions as being unacceptable. Further talks are to follow.

The Clerical and Administrative Workers Union is claiming substantial increases for the group's 1,500 clerical workers while the Association of Scientific Technical and Managerial Staffs is seeking similar improvements for foremen, superintendents and technical staff.

**CAWU** has rejected an 8 per cent offer on the grounds that it is worth less than the £3 awarded to Lucas manual workers last month. ASTMS has rejected increases of between £2.30 and £3.30 a week but is more satisfied with the conditions offered which will add 2½ per cent to weekly shift allowances and increase overtime rates.

Pay talks are also continuing for 800 clerical workers employed at Chrysler's Coryton plant where CAWU and the clerical section of the Transport and General Workers Union have already rejected an offer of 6 per cent for men and £2.50 for women.

About 17,000 scientists are involved in the dispute, including weathermen, picture restorers, at the National Film Research, food analysts, pollution researchers and forensic experts.

Increases of up to 12½ per cent have been offered by the Government for some junior grades. But the scientists' union, the Institution of Professional Civil Servants, claims that half those affected will get nothing.

The tribunal's findings are expected to be announced next week.

## Offer to be put to Swan Hunter strikers again

BY OUR OWN CORRESPONDENT

**SOUTH SHIELDS**, August 12. The ENDING of the 10-day-old unofficial strike of 2,800 ancillary workers which has closed the Swan Hunter shipbuilding yards on the Tyne and put another 7,700 men out of jobs, now rests with another mass meeting of the strikers at Wallsend this morning.

The men will be asked to endorse the decision of the national executive of the General and Municipal Workers Union that they should accept the present management offer of £21.15 for the top ancillary grades. This is the same offer which the men turned down last Sunday in defiance of their union officials and shop stewards.

They want a new top basic of £21.40, the same as paid in Tyne ship repairing yards.

The men's shop stewards have accepted the recommendation from the executive that the latest offer should be taken up.

Union officials are hoping for a full turn-out at to-day's meeting. Only about 1,100 of the strikers turned up yesterday and the recommendation that they accept the offer was defeated on a vote of 462 to 417, a narrow

majority of 45. Many of the men at the meeting did not vote.

The meeting is also being held against the background of the warning by Sir John Hunter, the Swan Hunter chairman, that if the present wave of labour trouble continued in the consortium over pay claims, the yards would inevitably close.

## TWO BREWERY STRIKES END

An 11-day strike of workers at Bass Charrington's Cobbrook, Manchester, depot, was called off yesterday at a mass meeting.

Most of the 1,184 production and delivery workers involved were at the meeting to decide to go back to work to-day so that negotiations for an improved bonus scheme can begin.

Production employees at the Romford brewery, where 200 have been on strike for two weeks, decided yesterday to accept an offer of an £1.50-a-week bonus, and the strike was called off.

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## Bundesbank buys in bid to steady dollar

BY CHRISTOPHER LORENZ

FRANKFURT, August 12. Although the dollar had come under pressure early in the morning, after speculative German newspaper reports that the Government and the Bundesbank would not let the Mark float above DM 3.33—a revaluation of virtually 10 per cent—it firmed gradually. Then the market caught wind of the New York Times report that the American Government had asked the IMF to authorise a widening of the band of fluctuation between the dollar and other currencies, and the dollar quickly fell to just above 3.30.

Not many dealers are prepared to forecast what the next few days will bring. But the feeling is gaining ground that the Bundesbank will continue its policy of trying to halt the dollar slide through selective buying.

The Bundesbank's purchase was clearly at attempt to steady the dollar rate, which sold in a fluctuating manner from above DM 3.4054 in the morning to about DM 3.3785 at the close. The latter represents a revaluation of the D-mark of 3.3 per cent.

## Short-lived

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## Mersey docks impress new Ports chairman

BY OUR OWN CORRESPONDENT

LIVERPOOL, August 12. IMPROVED labour relations in Mersey docks and signs of a halt to the decline in trade handled there in recent years were two of the major points which impressed Mr. Philip Chappell, new chairman of the National Ports Council, and his team during a two-day visit to the port.

Mr. Chappell felt, however, that there was room for improvement in communications between management and the port workers who seemed in many cases so far removed from the port's operations that they had almost no knowledge of what was going on.

They had also been impressed by the fact that the tonnage of dry cargo handled on the Mersey in the first six months of this year had shown a 5 per cent improvement over the corresponding period last year.

The most impressive aspect, however, had been the £40m Seafarers Harbour complex where, said Mr. Chappell, the new Mersey Docks and Harbour Company would be operating the largest single new port development in the UK. The NPC had recommended its approval and the necessary Government loans and grants, said Mr. Chappell. He added: "Now it is up to all on Merseyside to turn this major investment into a major story of success."

Everyone realised there were problems which they did not want to gloss over, but it would be wrong to have formed any definite conclusions after a first short visit to meet people and form impressions. There was much

more than Seafarers to the Port of Liverpool, including the framework to improve the marketing of the rest of Merseyside's facilities.

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Sir Richard had a difficult role to play during the ten-week Post Office strike, and there is little doubt that the work and worry led to his collapse shortly before the committee of inquiry sat.

Ill health had prevented Sir Richard attending any of the corporation's Board meetings since

his present job in October, 1969.

Sir Richard had a difficult role to play during the ten-week Post Office strike, and there is little

doubt that the work and worry

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Sir Richard had a difficult role to play during the ten-week Post Office



## WALL STREET + OVERSEAS MARKETS

## Dow jumps 12.6 with volume up 4.5m.

BY OUR WALL STREET CORRESPONDENT

BUOYANT CONDITIONS returned to Wall Street today, when active buying and short-covering sent prices widely.

The Dow Jones Industrial Average opened 0.05 up at \$335.40 and continued to rise to \$351.00 for the close, for a net gain of 12.63, while the Nys. All Common Index moved up 33 cents to 43.30m. shares, while gains led losses by four-to-one.

Oils were good, with Imperial Oil ahead \$14 to \$112, and Dome Petroleum jumped \$21 to \$111. Bow Valley Industries climbed \$11 to \$31, it has substantial Arctic land holdings.

## OTHER MARKETS

## Canada up again

Canadian Stock Markets made further headway in light trading yesterday morning. Industrials rose 2.32 on index. Western Oils were up 4.14. Banks put up 0.31. Banks gained 0.16 and Utilities moved 0.04. Gchts further declined 1.44.

Some analysis are looking for this technical rally to continue for the next few days. They believe the market is discounted "a lot of bad news" and is now recuperating some of its losses due to purely internal factors.

Blue Chip gainers included Du Pont, up \$2 to \$142. Allied Chemical, up \$1 to \$182 and Union Carbide, also up \$1 to \$431. Westinghouse advanced \$11 to \$841—it's plan to build floating nuclear power plants in assembly line fashion has received a great deal of play in the Press.

Among Retailers, Sears rose \$1 to \$70, and Woolworth were lifted "Majamours" outpaced the \$2 to \$48.

market, with IBM climbing another \$5 to \$265. Burroughs advanced \$21 to \$121 on the introduction of three new electronic calculators.

Motors responded to the Chrysler chairman's suggestion that the Administration drop the 7 per cent. car excise tax generated. Ford put on the best performance, rising \$1 to \$631. General Motors added \$1 to \$741. Chrysler rose \$1 to \$261 and American Motors firms \$1 to \$62. This showed generally good gains. Standard of New Jersey moved \$1 to \$375. Gulf, up on \$1 to \$837. Atlantic Richfield advanced \$21 to \$857 and Mobile stiffened \$1 to \$832. Amerada Hess, however slipped \$2 to \$58.

Western Union, the most active issue, dropped \$3 to \$38 on an adverse Press report. Natomas moved \$21 to \$812.

Southwest Forest gained \$1 to \$171 in terminated negotiations on a proposed acquisition of a major portion of Kiegel Paper's operation. Kiegel Paper eased \$1 in \$11; although Kiegel now plans to merge its paper and real estate

## Indices

## NEW YORK

## DOV JONES AVERAGES

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## STOCK EXCHANGE REPORT

Good trade news provides further boost for equities  
Share index up 5.7 for two-day gain of 15.3 at 408.6

## ACCOUNT DEALING DATES

Option  
First Declara- Last Account Dealings DayAug. 5 Aug. 6 Aug. 17  
Aug. 9 Aug. 19 Aug. 20 Sept. 1  
Aug. 23 Sept. 2 Sept. 3 Sept. 4

New home\* dealings may take place on 5 a.m. three business days earlier.

A quiet and hesitant start in equity stock markets yesterday gave way to a much more buoyant mood after the noon announcement of the July trade figures.

Wednesday's smart rise in the index was resumed, still in generally quiet trading, and ended by reports of a good early start in New York yesterday the buying tone was buoyant.

The Financial Times Industrial Order share index rose 1.5 per cent to 408.6 for two-day gain of 15.3 points, nearly 4 per cent last night's close, the index was 4.6 below its 1971 peak of 32 recorded on July 27, since then, chiefly on lack of buyers because of currency fears, it has come down to 388.3.

Demand for the leaders was less in on Wednesday, but the thin tone of the market caused further falls of up to about 10p. The all-over into second-line issues were clearly in the rises to falls, London's FT-quoted issues which had started from the plus side at 11.73, picked up to about 11.71, average day compared to Wednesday's 9.947.

hort sections made good headway with Life Assurance, put in the Financial sector.

Banks and Properties also did well. The Oil leaders were in good demand again, while Eastern were prominent in proposed tie-up with Woodside, Burmah of Australia.

## HS FIRM

Through the market in British firms remained thin and rather flat, prices made another firm swing. Already up to better front of the July trade figures, firms and longs improved their on them to close with spread gains ranging up to 10p. The shorts moved steadily throughout the day and with rises extending to activity in this section was

also at a low level, although a fair amount of interest developed in the late trading. There was a good two-way trade in Corporations and, with buyers gaining the upper hand, prices closed up to 1.7 better. Commonwealth issues were quietly firm.

U.S. market influences encouraged fairly widespread buying of investment dollars and the premium ended 1-point up at the day's highest rate of 224 per cent. Hudson's Bay, in Canadians, turned sharply better at 830p for

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Buildings were again looking good with gains fairly widespread. Associated Portland Cement rose 10p to 364p, while rises of 10p took place in Bovis, 204p, and 10p in Bovis, 210p, and 10p in Bovis.

Family Fund Managers Ltd. 16 Coleman St., London, E.C.2 01-668 7111. The Family Fund 51.1. 251

(a) First Provincial Group 21, Spring Gardens, March, 01-822 3625. High Distribution 33.2. 34.0. +0.3 0.63. Revenue Units 38.0. 40.0. +0.8 0.78

The First Dev. 25.7. 26.8. +0.5 0.10

Alfred Investors Tots Ltd. 01-668 7111. Bovis Bldg. Bldg. 2274. 5.8. 2.07

(a) First Provincial Group 47.3. 50.1. +0.4 0.30

1st Eng. 48.4. 52.8. +0.3 0.55

1st Eng. Dev. 25.7. 26.8. +0.5 0.10

Anshachi Unit Mgt. Co. Ltd. 100 Newgate St., London, E.C.2 01-668 7111. The Anshachi Unit Mgt. Co. Ltd. 40.0. 43.0. +0.4 1.77

Archway Unit Tr. Mts. Ltd. Mary Ards. E.C.2 01-668 7111. The Archway Unit Tr. Mts. Ltd. 11.2. 12.2. +0.1 0.05

T. &amp; J. Ltd. 11.7. 12.6. 0.05

on July 21. Next dealing August 19

Barclays' Unicor 11.2. 12.2. 0.05



# F.T.—ACTUARIES SHARE INDICES

These indices are the joint compilation of The Financial Times, The Institute of Actuaries and the Faculty of Actuaries in Edinburgh

## EQUITY GROUPS GROUPS & SUB-SECTIONS

Figures in parentheses after sectional names show number of stocks.

	Thursday, August 12, 1971										Highs and Lows Index			
	Index No.	Day's Change	With 50% Corporation Tax	Div. Yield %	Index No.	Index No.	Index No.	Index No.	1971	Since compilation	High	Low	High	Low
1 CAPITAL GOODS GROUP (184)	184.88	+1.6	6.06	16.44	5.58	159.97	131.50	152.35	153.17	116.98	104.03	131.50	82.52	104.03
2 Aircraft and Components (3)	115.71	+1.2	7.30	15.99	5.49	111.54	107.88	105.78	106.82	94.17	113.71	120.42	80.10	113.71
3 Building Materials (29)	154.47	+1.5	5.06	12.79	3.45	152.10	150.61	151.50	151.51	99.74	137.94	98.30	85.51	137.94
4 Contracting and Construction (19)	255.50	+1.0	5.91	17.51	9.55	261.89	231.54	231.96	231.08	194.28	225.50	182.23	83.59	225.50
5 Electr. (ex. Electr. Rad. & TV) (17)	275.66	+1.9	5.17	19.52	3.03	263.95	263.15	264.49	265.99	195.69	283.44	235.11	84.71	283.44
6 Engineering (80)	146.70	+0.6	6.56	14.28	4.44	145.44	144.57	145.47	145.47	114.82	147.00	142.23	43.86	147.00
7 Machine Tools (15)	67.49	+0.5	7.34	15.63	5.06	57.03	56.70	56.74	56.96	55.89	67.49	43.86	43.86	67.49
8 Miscellaneous (25)	128.54	+1.0	7.27	12.85	4.48	127.27	195.41	127.97	128.81	116.55	128.54	128.54	43.86	128.54
9 CONSUMER GOODS (DURABLE) GROUP (56)	170.51	+1.1	5.18	19.30	5.05	168.40	168.92	169.08	167.87	150.01	178.85	117.53	79.95	178.85
0 Electronics, Radios and TV (14)	180.63	+1.8	5.91	17.81	2.43	178.19	175.90	176.59	177.03	144.45	180.63	182.51	72.16	182.51
1 Household Goods (15)	163.78	+1.7	5.94	16.04	3.67	162.73	160.63	160.94	160.53	123.45	159.00	111.58	88.55	159.00
2 Motors and Distributors (27)	155.68	+5.9	4.54	16.28	6.66	115.85	116.48	116.86	116.96	88.00	120.53	76.91	70.59	120.53
3 CONSUMER GOODS (NON-DURABLE) GROUP (175)	150.53	+1.0	5.58	17.89	5.80	155.55	156.80	156.44	158.85	115.11	164.68	119.17	164.68	164.68
4 Breweries (21)	191.00	+0.6	6.35	18.15	5.51	160.08	176.19	178.76	179.88	111.71	194.97	150.50	82.39	194.97
5 Wines and Spirits (7)	170.19	+0.4	5.16	16.51	4.11	169.90	166.85	170.69	170.65	141.74	189.05	142.41	116.76	189.05
6 Entertainment and Catering (15)	200.98	+1.4	7.18	17.04	5.88	198.82	195.81	197.99	196.00	114.59	200.98	197.99	88.55	200.98
7 Food Manufacturing (24)	145.51	+0.9	5.61	17.98	3.79	143.19	178.73	149.15	150.24	102.93	143.54	92.74	171.54	143.54
8 Food Retailing (17)	140.95	+9.7	5.36	18.67	6.58	137.96	136.00	137.69	167.19	99.26	140.95	100.23	165.68	99.26
9 Newspapers and Publishing (15)	140.74	+1.5	5.10	16.59	5.04	139.99	137.44	137.54	137.50	107.15	142.29	101.66	84.75	142.29
10 Packaging and Paper (18)	119.45	+5.6	6.70	14.93	4.49	114.40	113.36	111.79	111.51	153.30	120.10	88.01	97.95	120.10
11 Stores (30)	159.83	+1.4	4.48	26.49	3.04	150.77	149.87	150.96	151.04	100.84	150.54	104.48	78.74	150.54
12 Textiles (21)	179.15	+5.8	5.75	17.40	5.84	170.78	156.81	170.54	156.42	151.60	170.54	137.77	102.00	170.54
13 Tobacco (3)	241.65	+1.3	5.61	11.85	5.50	235.77	235.55	235.55	239.18	197.96	254.47	170.06	94.54	254.47
14 Toys and Games (8)	49.10	+5.3	—	—	5.19	49.97	48.56	48.35	47.85	55.84	60.46	48.46	47.85	60.46
15 OTHER GROUPS	191.09	+1.5	6.27	18.97	5.45	188.59	184.51	185.07	184.51	155.30	193.39	138.16	80.22	193.39
16 Chemicals (19)	191.09	+1.5	6.27	18.97	5.45	188.59	184.51	185.07	184.51	155.30	193.39	138.16	80.22	193.39
17 Office Equipment (10)	196.99	+4.5	3.88	29.07	1.63	188.77	189.84	191.66	190.64	129.05	191.95	182.36	151.12	191.95
18 Shipping (10)	316.44	+0.8	7.40	13.69	5.18	315.84	314.79	315.09	315.88	214.76	317.00	215.90	102.00	317.00
19 Miscellaneous (unclassified) (44)	182.85	+0.8	3.90	16.93	3.76	181.81	180.47	181.42	180.67	129.51	190.35	182.85	76.52	190.35
20 INDUSTRIAL GROUP (498 SHARES)	107.65	+1.6	5.50	17.85	3.63	165.56	163.06	164.53	164.53	—	170.96	110.00	170.96	120.61
21 Oil (2)	256.48	+1.3	5.68	17.51	6.81	291.31	240.53	249.89	260.89	99.65	265.26	247.44	73.71	265.26
22 500 SHARE INDEX	185.88	+1.2	6.61	17.83	3.61	181.06	178.77	180.84	180.18	134.71	187.27	152.46	84.85	187.27
23 FINANCIAL GROUP (121)	172.19	+1.2	—	—	9.77	158.85	167.22	188.67	187.84	115.93	173.44	119.73	73.44	173.44
24 Banks (6)	185.34	+1.7	7.44	13.43	9.74	199.16	170.53	180.84	184.56	105.65	185.34	150.84	59.35	185.34
25 Discount Houses (6)	174.67	+5.2	—	—	4.43	173.85	171.19	170.76	168.49	118.24	178.57	150.72	87.65	178.57
26 Hire Purchase (6)	287.19	+2.5	4.87	20.53	2.93	250.96	247.35	248.84	247.79	170.55	247.79	170.55	102.00	247.79
27 Insurance (Life) (9)	160.94	+5.5	—	—	2.97	143.00	158.96	161.44	161.46	117.62	161.73	162.18	16.95	161.73
28 Insurance (Composite) (9)	133.91	+1.9	—	—	3.10	151.51	155.78	156.79	156.79	80.86	133.91	133.91	2.00	133.91
29 Insurance-(Brokers) (10)	179.72	+6.6	6.07	18.71	2.51	172.02	172.76	172.80	162.97	179.08	182.27	118.27	89.69	182.27
30 Investment Trusts (20)	194.48	+1.2	2.92	54.80	9.72	193.11	169.19	169.13	169.13	149.53	194.48	161.41	84.85	194.48
31 Merchant Banks, Issuing Houses (15)	169.49	+1.8	—	—	2.26	167.86	167.32	167.72	167.84	117.21	172.43	160.44	20.47	172.43
32 Prosperity (31)	217.15	+1.0	9.67	37.42	2.21	214.25	91.23	211.50	210.61	133.65	217.15	213.37	59.61	217.15
33 Miscellaneous (9)	172.54	+6.4	5.91	16.92	4.31	171.85	170.81	171.79	171.71	—	174.01	120.75	179.01	

## BRITISH FUNDS

1971	Stock	U.S. Yield	per cent	1971	Stock	Costing	per cent	1971	Stock	Costing	per cent
High	Low			High	Low			High	Low		
88	87	97	5.84	89	88	96	5.84	90	89	95	5.84
90	89	97	5.84	91	90	98	5.84	92	91	99	5.84
93	92	98	5.84	94	93	99	5.84	95	94	99	5.84
96	95	98	5.84	97	96	99	5.84	98	97	99	5.84
99	98	99	5.84	100	99	100	5.84	101	100	100	5.84
102	101	102	5.84	103	102	103	5.84	104	103	104	5.84
106	105	106	5.84	107	106	107	5.84	108	107	108	5.84
109	108	109	5.84	110	109	110	5.84	111	110	111	5.84
112	111	112	5.84	113	112	113	5.84	114	113	114	5.84
115	114	115	5.84	116	115	116	5.84	117	116	117	5.84
118	117	118	5.84	119	118	119	5.84	120	119	120	5.84
121	120	121	5.84	122	121	122	5.84	123	122	123	5.84
124	123	124	5.84	125	124	125	5.84	126	125	126	5.84
127	126	127	5.84	128	127	128	5.84	129	128	129	5.84
130	129	130	5.84	131	130	131	5.84	132	131	132	5.84
133	132	133	5.84	134	133	134	5.84	135	134	135	5.84
136	135	136	5.84	137	136	137	5.84	138	137	138	5.84
139	138	139	5.84	140	139	140	5.84	141	140	141	5.84
142	141	142	5.84	143	142	143	5.84	144	143	144	5.84
145	144	145	5.84	146	145	146	5.84	147	146	147	5.84
148	147	148	5.84	149	148	149	5.84	150	149	150	5.84
151	150	151	5.84	152	151	152	5.84	153	152	153	5.84
154	153	154	5.84	155	154	155	5.84	156	155	156	5.84
157	156	157	5.84	158	157	158	5.84	159	158	159	5.84
160	159	160	5.84	161	160	161	5.84	162	161	162	5.84
163	162	163	5.84	164	163	164	5.84	165	164	165	5.84
166	165	166	5.84	167	166	167	5.84	168	167	168	5.84
169	168	169	5.84	170	169	170	5.84	171	170	171	5.84
172	171	172	5.84	173	172	173	5.84	174	173	174	5.84
175	174	175	5.84	176	175	176	5.84	177	176	177	5.84
178	177	178	5.84	179	178	179	5.84	180	179	180	5.84
181	180	181	5.84	182	181	182	5.84	183	182	183	5.84
184	183	184	5.84	185	184	185	5.84	186	185	186	5.84
187	186	187	5.84	188	187	188	5.84	189	188	189	5.84
190	189	190	5.84	191	190	191	5.84	192	191	192	5.84
193	192	193	5.84	194	193	194	5.84	195	194	195	5.84
196	195	196	5.84	197	196	197	5.84	198	197	198	5.84
199	198	199	5.84	200	199	200	5.84	201	200	201	5.84
202	201	202	5.84	203	202	203	5.84	204	203	204	5.84
205	204	205	5.84	206	205	206	5.84	207	206	207	5.84
208	207	208	5.84	209	208	209	5.84	210	209	210	5.84
211	210	211	5.84	212	211	212	5.84	213	212	213	5.84
214	213	214	5.84	215	214	215	5.84	216	215	216	5.84
217	216	217	5.84	218	217	218	5.84	219	218	219	5.84
220	219	220	5.84	221	220	221	5.84	222	221	222	5.84
223	222	223	5.84	224	223	224	5.84	225	224	225	5.84
226	225	226	5.84	227	226	227	5.84	228	227	228	5.84
229	228	229	5.84	230	229	230	5.84	231	230	231	5.84
232	231	232	5.84	233	232	233	5.84	234	233	234	5.84
235	234	235	5.84	236	235	236	5.84	237	236	237	5.84
238	237	238	5.84	239	238	239	5.84	240	239	240	5.84
241	240	241	5.84	242	241	242	5.84	243	242	243	5.84
244	243	244	5.84	245	244	245	5.84	246	245	246	5.84
247	246	247	5.84	248	247	248	5.84	249	248	249	5.84
250	249	250	5.84	251	250	251	5.84	252	251	252	5.84
253	252	253	5.84	254	253	254	5.84	255	254	255	5.84
256	255	256	5.84	257	256	257	5.84	258	257	258	5.84
259	258	259	5.84	260	259	260	5.84	261	260	261	5.84
262	261	262	5.84	263	262	263	5.84	264	263	264	5.84
265	264	265	5.84	266	265	266	5.84	267	266	267	5.84
268	267	268	5.84	269	268	269	5.84	270	269	270	5.84
271	270	271	5.84	272	271	272	5.84	273	272	273	5.84
274	273	274	5.84	275	274	275	5.84	276	275	276	5.84
277	276	277	5.84	278	277	278	5.84	279	278	279	5.84
280	279	280	5.84	281	280	281	5.84	282	281	282	5.84
283	282	283	5.84	284	283	284	5.84	285	284	285	5.84
286	285	286	5.84	287	286	287	5.84	288	287	288	5.84
289	288	289	5.84	290	289	290	5.84	291	290	291	5.84
292	291	292	5.84	293	292	293	5.84	294	293	294	5.84
295	294	295	5.84	296	295	296	5.84	297	296	297	5.84
298	297	298	5.84	2							



